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SPECIAL INTERVIEW

Noriko Hino
(Social Entrepreneur)

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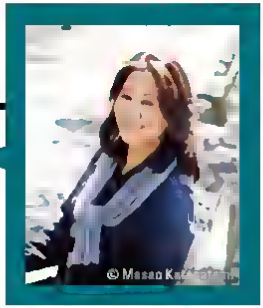

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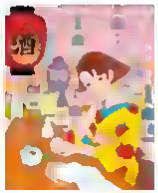

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www.as-am d.com

The theme on the cover of this month's issue is "Sake, Shochu and Japanese Beer". To find out more about it, check out the featured articles from page 8

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Presented by The No.1 Japanese free paper in NY. NY Japion

"I am a big believer on each one of us have a power to change the world to be a better place. Each action counts."

—— NORIKO HINO

New York based non profit organization NY de Volunteer Founder/Executive Director, Noriko Hino was recently selected by the Japan Cabinet Secretariat's National Policy Unit as one of the Global Messengers of "Japan." Hino has been involved with related activities over the last decade, and here she shares her path up until now as well as her hopes for the future.

NORIKO HINO

Founder/Executive Director of NY de Volunteer, a non-profit organization incorporated in 2003. As a visionary social entrepreneur and an innovator, she has pioneered volunteer programs such as Japanese Spa Day and an original after-school program introducing Japanese culture. She has also dedicated herself to mobilizing and inspiring the Japanese and American communities in the U.S. to volunteer. Ms. Hino has received numerous awards in both Japan and the U.S. for her achievements and tireless contributions, including the "Life Expert" Award from the Policy Bureau Division of the Cabinet Office for the Government of Japan in 2005 and the Volunteer of the Year Award from the City of New York in 2010 and 2011.

www.nydevolunteer.org

Congratulations on being a recent recipient of an award from the Japan Cabinet Secretariat's National Policy Unit! What aspects in particular do you think led to your selection?

One aspect is what NYdV set up for the Japanese in NY who previously weren't able to successfully enter American communities or be counted as part of the volunteering population from the perspective of NPOs. Via this, many of them were able to take their first step in that direction. There is also the idea of us matching America's social issues with what only the Japanese are able to offer as volunteers. Introducing Japanese culture has become our uniqueness. This is something that is actually sought after by those we volunteer for. For example, at soup kitchens we are asked to make sushi and if we work with students we are asked to teach them origami.

What was your initial motivation for creating NYdV a decade ago?

Before I came to NY in 1993, I thoroughly checked all the places I wanted to go. One was Coney Island, but when I finally got there, instead of the beautiful place with the shiny Ferris wheel that I had seen on television, I was surprised at how dirty it was. I could barely stand it so I began picking up trash with a shopping bag I found on the ground. It quickly became full and a nearby high school student called out to me. "Why are you doing that?" I thought to myself, "Why do you think? Because it's dirty!" As I looked around at all the homeless people gathering cans, he said to me, "It's stupid to do something that has no payoff." It was very frustrating for me to be putting myself out there with good intentions, and to be made fun of without being able to respond in English. But I continued to silently work and soon an older Hispanic woman who was watching from a distance came over to join me. So here was someone who thought I was stupid to

work for free, as well as someone who started to help when they saw me working alone. This touched me greatly, and at that moment I thought that I would like to create a group of volunteers with "Volunteer" on their backs so that everyone could appreciate the small bravery of each individual.

But it wasn't until later that your organization was actually formed?

That's right. First I was in school and then worked in the field of IT, where I experienced several companies going under. Before I knew it 10 years had passed and another company I had worked at went bankrupt. Because I didn't have a job I could do as I liked, so I made a list of all the things I wanted to do. At that point I remembered my desire to volunteer, and I shared my Coney Island anecdote at a party. Several people said that they were also interested, so I made a press release which said, "I was inspired to organize a beautification activity on such and such a day. Won't you join us?" I received responses from 100 people, and this led to the group's launch.

And it then went as far as programs in conjunction with New York City...

Our first original program was the Japanese Spa Day in 2004, and after that we started a clean-up project with NYC. They were so impressed with our work that they asked us to submit an official proposal for an After School Program (ASP) that would introduce Japanese culture. We formulated a 3-page proposal and were selected on our first try!

I heard that due to the tough economic environment the ASP might be cut. Will you be able to do it next year?

We're not sure. The actual ASP itself has closed due to a lack of funding. Up until now we've mainly worked with the Parks and Recreation Department, but because their budget is limited we are currently in the process of negotiating with other places like the cultural unit of the NYC Department of Education. Last year we newly entered a public school in Brooklyn, and over the summer we worked at the school Harlem Children's Zone as part of a Japanese language education program. We did activities like calligraphy, origami and karaoke, and it was extremely well received. We were asked to come back this fall. In addition, 100 children will come from Japan this November, so we will organize exchange activities with their American peers as well as health programs. We are also excited about bringing 20 students from Harlem Children's Zone to Japan next May. It will not just be a trip to Japan, but serve as a learning opportunity volunteering is one part of the education.

You've received awards from NYC numerous times.

In May of 2007 I was selected as one of five Asian community leaders to commemorate Asian Heritage Month, and I also received Volunteer of the Year from the NYC Parks and Recreation Department in both 2010 and 2011. There actually was an incident that occurred the second year, where one of our volunteers who was being harassed on the way to volunteering was injured after having a rock thrown at her and had to be taken to the hospital. We surprised NYC by remaining in that area despite their expectation that we would abandon it. When we actually discussed whether to stay or not, half of the people in our organization wanted to leave as they were scared. But the other half said that if we left, we would be losing sight of why we were carrying out the program. We decided to continue because the child who threw the rock was not one of our students, and we didn't want to punish good kids for the bad behavior of others in their community. The Parks Department staff was very appreciative of the samurai-like commitment of our members.

What are some of the issues you are currently dealing with?

We are receiving an increasing amount of requests from a variety of places regarding the ASP. Since it has become a part of a class, we have to provide academic results. Therefore, there is a need to strengthen the program right away. We have entered a period where we have to raise our level by forming partnerships with professional American teachers and cooperating with American educational groups. There are certain things Americans can do and certain things Japanese can do, and finding people who can fill these needs will be a great help.

How do you envision the future of NYdV?

We incorporated Tokyo de Volunteer in 2004, and even though we are divided location-wise it has been going quite well. With the Great East Japan Earthquake last year and our active presence, communication between Japanese and Americans has increased and I would like to further advance this flow via both of our organizations.

Non profit management is a more advanced industry in the States than in Japan, and because I work between Japan and America I would like to pass on my Non profit management experience and knowledge to the Japanese non profit world. Whenever I go to Japan I give lectures and am often asked to teach at universities, so in this way I would like to do more in cooperation with Japan going forward.

One more thing I'm passionate about is our new program called the Global Leadership Study Tour which brings young Japanese to America for training. It's wonderful that universities have begun this global competence program, and I think these young people will become involved with NYdV as well as American organizations someday. I think that this idea of volunteering not only for the purpose of having fun, but also as education that connects to human resource development, is a great one.

——— Interview by *Noriko Komura*,
Translation by *Stacy Smith*

NY de Volunteer on a Mission!

Students learn simple Japanese words at NYC's After School Programs.

▲ The language program at Harlem Children's Zone this summer was very successful. NYdV is looking to partner with other educational professionals.

◀ NYdV members provide make-up, manicures, and hair styling services to senior citizens at nursing homes on Japanese Spa Day.

New Japanese Drinks Hitting the Market!

Japanese Sake Tailored for the American Palate: iki [Cool]

"Iki" meaning a stylish way of life, is the name of this new junmai daiginjo. Muminmura Co., Ltd. created through many methods and trial and error, the best rice for sake brewing called Ginpuu iki [Cool] is slow brewed at low temperatures to extract a delicate and fruity aroma without any unwanted flavor. With Muminmura Co., Ltd. located in Asahikawa City, in Hokkaido, the area has an endless supply of pure water sources, the perfect climate to grow Ginpuu rice and perfect for brewing premium sake. Executive Chef, Christopher Lee, who has received numerous accolades and Michelin stars for his work, traveled to Japan to oversee the process, acting as a consultant to blend and tailor iki [Cool] to pair well with American cuisine. "As more and more Americans seek to educate themselves about sake, we are bringing a one-of-a-kind product to them with iki [Cool]," says Chef Lee. Now Americans can enjoy "iki", a lifestyle full of coolness, graciousness, leniency and spirituality with iki [Cool] junmai daiginjo and have it perfectly paired with their favorite foods.

Hokkaido Muminmura Co., Ltd
TEL. +81-166-75-6033 | www.muminmura.com | www.iki-sake.com
www.facebook.com/ikisake
Distributed by Nishimoto Trading Co., Ltd.
TEL. 201-804-1600 | www.ntcltdusa.com
www.nishimotosake.com

JPOP: New Malt Base Sparkling Drink

TAKARA CAN CHU-HI has been one of the top selling shochu-base canned cocktails in Japan since it's release in 1984. It reached the U.S. market two years ago with a slight modification of base ingredients and flavors to meet the American people's palate. This August, TAKARA SAKE USA INC. re-released it by renewing its name to JPOP, revamping the package and tweaking the flavor. "We changed the recipe of the malt alcohol, the base of the drink, in order to get refreshing flavor. As a result, its carbonation became more noticeable on the palate," says Mr. Hirokazu Nishikawa, General Manager of Marketing in TAKARA SAKE USA INC. JPOP debuted with 2 flavors, grapefruit, and white peach. The uplifting, slightly sweet JPOP is great as an apentif, but it's also great with rich, oily dishes like BBQ, steak, fried foods, and even ramen.

Info. TAKARA SAKE USA INC. | 708 Addison St. Berkeley, CA 94710
TEL. 510-540-8250 | www.takarasake.com
Distributed by New York Mutual Trading, Inc.
TEL. 201-933-8555 | www.nymtc.com

Unique Fruit Sake From the Home of Unshu Mandarin Orange

With a mild climate all year round, areas around the Setonaikai Inland Sea in Japan is known for producing Unshu mikan (Unshu Mandarin orange). Located in Shunan City in Yamaguchi Prefecture and faced to the Setonaikai, Yamagata Honten Co., Ltd. crafted this unique fruit liquor blending locally produced Unshu mikan and the brewery's junmai sake, Kaori Tsuru. Kaori Mikan Sake, which was released in August in the U.S., maximizes the feature of Unshu mikan, whose sweetness and citric sourness are well balanced with a touch of bitterness. To produce as fresh a flavor as possible, the brewery restores the mikan juice without freezing before it is mixed into sake. So, you can appreciate the Unshu mikan flavor even in the U.S. Kaori Mikan Sake is recommended as an apentif or dessert drink.

Info. Yamagata Honten Co., Ltd. TEL. +81-834-25-0048 | www.oboshi.co.jp
Distributed by JFC International TEL. 201-933-0283 | www.sakeexpert.com

Fukuju: The Beauty of Complex Character Sake

From the Nada region in Kobe City, mecca of sake brewing, comes the elegantly ambivalent sake Fukuju Junmai Ginjo. First, you are so impressed with the aromas of tropical fruit juice such as mangos, pineapples and papayas, that you would expect an equally sweet flavor coming in. However, what you'll taste next is surprisingly refreshing, a light citrus flavor whose acidity unfolds comfortably on the palate. Finally, it goes down smoothly and ends with a crisp finish. It is its amusingly deceptive character that distinguishes this junmai ginjo from esteemed Kobe-Shu-Shin-Kan Brewenes, Ltd. from others. Fukuju can be best enjoyed as an apentif. It might be a little difficult to accompany a variety of foods, but once you try it, there will surely be a remarkable match; Fukuju and Prosciutto e Meloni will be a superb pairing, for example. Drink it chilled to enjoy the graceful medley of aromas and flavors. Fukuju Junmai Ginjo will be released in October.

Kobe-Shu-Shin-Kan Brewenes, Ltd.
TEL. +81 78-841-1121 | www.shushinkan.co.jp/guide/english.html
Distributed by JFC International
TEL. 201 933-0289 | www.sakeexpert.com

Kuroushi: The Sake Leading the Trend

Light, yet full of umami: this is a characteristic of sake currently trendy in Japan. Kuroushi Junmai Ginjo from Nate Shuzo-ten Co., Ltd., long standing brewery in Wakayama Prefecture, epitomizes this hot new sake taste and it's getting more and more fans. Made from Omachi-mai rice variety, it holds an aroma of Muscat grapes and citrus fruits. Its subtle acidity gently flows down the palate and tapers with an elegant and long finish. The distinguished feature of Kuroushi Junmai Ginjo is its versatility in food pairing. "Kuroushi goes great with a wide range of flavors, even with western cuisines. It's especially amazing with cheese! So I recommend baked dishes topped with cheese," says Mr. Keita Akaboshi of Sake Bar Kirakuya. It will amuse your palate from the beginning of the course until the very end. It's best served at room temperature or chilled. Kuroushi Junmai Ginjo will be available in the U.S. in October.

Nate Shuzo-ten Co., Ltd.
TEL. +81 73-482-0005 | www.kuroushi.com
Distributed by JFC International
TEL. 201 933-0289 | www.sakeexpert.com

Namacho: Pioneer of Nama-Zake

Nama-zake, or unpasteurized sake, is widely enjoyed in the U.S. today, but this type of sake wasn't really popular when Asabiraki Co., Ltd., a brewery in Iwate Prefecture, developed and released Namacho Sake 31 years ago in Japan. They strived for two years to obtain as fresh a flavor as possible while satisfying the locals' palate until they succeeded in omitting the heated pasteurization process after filtering. Since then, Namacho Sake has been the most wanted sake in Iwate. This autumn, the pioneer of nama-zake has finally arrived in the U.S. Fruity aroma on the nose and a deep, intense flavor that smoothly fades on the palate for a dry, clean finish. Needless to say, Namacho goes very well with Japanese cuisine, but try it with full-bodied non-Japanese cuisines such as Chinese, Korean and Mexican. You'll be amazed with the heavenly match.

Info: Asabiraki Co., Ltd
TEL. +81-19-652-3111
www.asabiraki-net.jp

Distributed by JFC International
TEL. 201 933-0289
www.sakeexpert.com

Three Sakes from TENGUMAI Series

Shata Shuzo Co., Ltd. is known for specializing in brewing junmai sake with the yamahai method. This autumn, three new varieties from its TENGUMAI brand are arriving in the U.S. With a chic label designed by world renowned artist, Alexander Gelman, TENGUMAI BLACK boasts a graciously aged aroma that comfortably lingers in your mouth. Through the slow and long aging process, this junmai daiginjo gradually develops a richer and fuller flavor. It's best served at temperatures ranging from 15°C (60°F) to a little lower than room temperature. Also dressed with Gelman's label and made by blending junmai daiginjo with tokubetsu junmai, TENGUMAI RED, exhibits a unique harmony of delicate daiginjo and smooth and rich junmai. It's paired well with sushi and seafood dishes. TENGUMAI Junmai Daiginjo 50 is also a good accompaniment with foods. Its mild, natural aroma, light umami and clean acidity make it great with light tasting dishes such as white meat sashimi and sushi. Enjoy the full range of flavors with TENGUMAI.

Shata Shuzo Co., Ltd.
TEL. +81-75-275-1165
www.tengumai.co.jp/english

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Sake, Shochu & Beer Catalog

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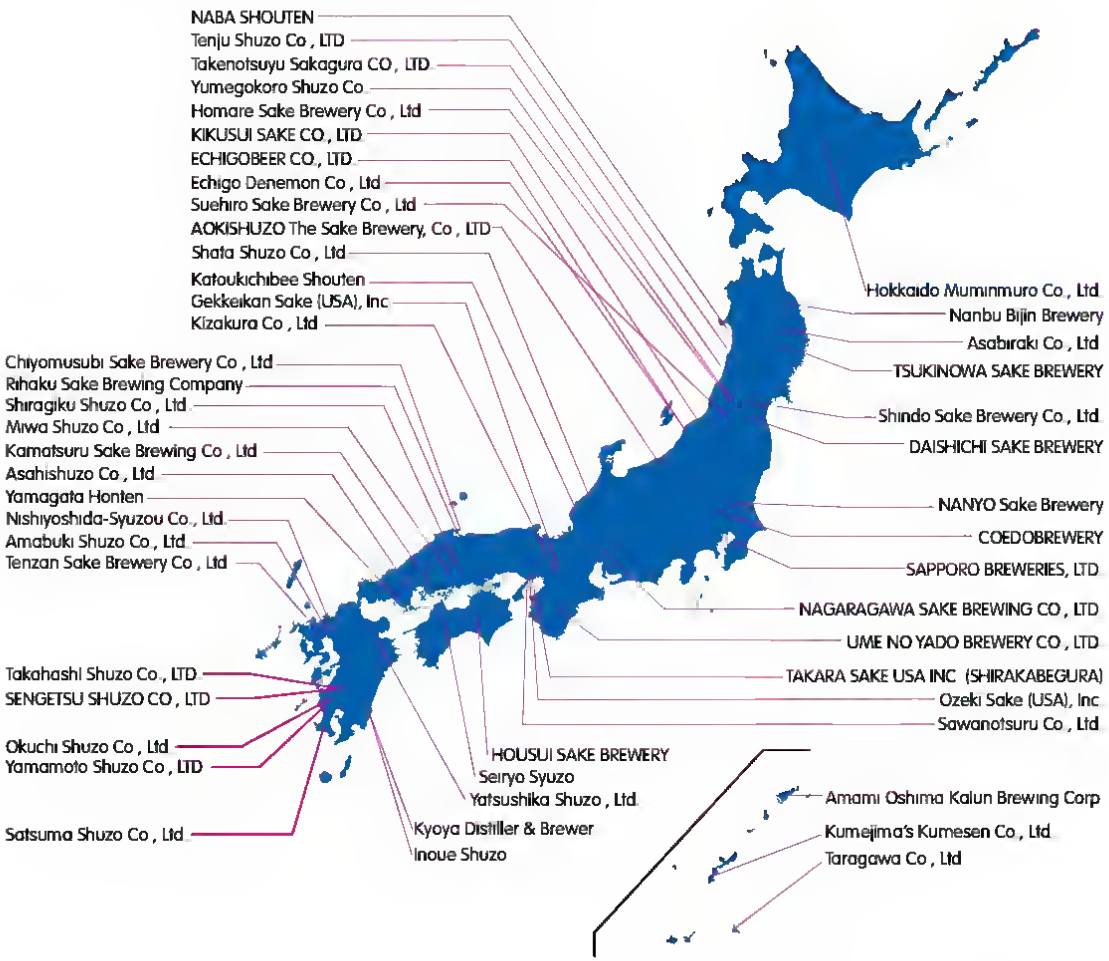
(Sake, Shochu and Beer Breweries Featured in the Catalog)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SAKE & SHOCHU 101

Sake and shochu are native Japanese alcoholic beverages and both have been enjoyed in Japan for centuries. However, in the U.S. sake is more common than shochu, and many cannot differentiate one from the other. Here we clarify the differences and similarities and introduce the features of each beverage

BASE INGREDIENTS

Some might think that shochu is just a strong, high-alcohol content sake. That's a misconception. Sake is a brewed beverage like wine and beer, whereas shochu is a distilled spirit like whiskey, bourbon and vodka. Naturally, their degrees of alcohol are different; sake is about 15-17% (30-34 proof) and shochu is about 25% (50 proof), but their different production methods give them completely different flavors.

The base ingredients of sake and shochu are also different. Sake is made only from rice, water and rice koji, but it has such a tremendous versatility of flavors that it's hard to believe that its base ingredient is rice. It ranges from fruity and floral to citric and minerally. On the other hand, shochu can technically be made from any base ingredient as long as it contains starch. It is believed that there are as many as 50 kinds of base ingredients in the Japanese shochu market, including sweet potato, rice, barley, brown sugar, sesame and buckwheat, each of which produces unique flavor characteristics. The flavor can also be adjusted via distilling, aging methods and temperature, but these are skills to be learned at the next level.

CLASSIFICATIONS

Sake is often labeled as junmai daiginjo, honjozo, nama, yamahai, etc., designations that are determined by the rice milling rate and the production process. The information usually appears on the label and helps you understand the characteristics of the sake. Shochu labels are similarly informative, but their classification differs from that of sake's. Basically, there are two types of shochu as categorized by the distilling method, either multiple or single. Shochu distilled multiple times has a clean, pure taste, meaning it loses unique flavors from the base ingredients. It is often used for making cocktails. On the other hand, shochu distilled only one time can retain such flavors. The latter is called and labeled "honkaku shochu" or "premium shochu," and people enjoy the flavors that come from the base ingredients.

DRINKING STYLES

Japanese people enjoy both sake and shochu while eating. It might sound strange for those who are new to shochu to pair hard liquor with food, but shochu really complements it. While sake is usually enjoyed straight, there are various ways to enjoy shochu: mizuwari (mixed with cold water), oyuwari (mixed with hot water), on the rocks, mixed with soda, and of course straight and used in cocktails. Limited only by your imagination, you can literally create countless flavors from one type of shochu. Shochu is more versatile than sake as it can be enjoyed in a variety of drinking styles, but both sake and shochu can be enjoyed chilled and hot.

SAKE TERMINOLOGY

daiginjo: One of the factors that determines the flavor is the degree of rice which is polished off. Sake classified in the daiginjo category has less than 50% of the original rice grain remaining. The "percent of remaining grain size" ("seimaibuai" in Japanese) is an important indication of how a sake will taste. The lower the number, the smaller the grain. In general, sake with a smaller number is more fragrant, elegant and better to be consumed chilled.

ginjo: The same formula applies for the ginjo category. This is sake whose "percent of remaining grain size" is less than 60%, which means that more than 40% of the rice grain has been milled away. Some distilled alcohol might be added.

junmai: Literally meaning "pure rice," junmai refers to sake brewed only from rice, water and rice koji, which has no extra alcohol added during the brewing process. This type of sake tends to retain a solid rice flavor.

junmai daiginjo is defined as "sake brewed only from rice, water and rice koji and using rice milled more than 50%." Brewing junmai daiginjo is more difficult and requires a higher level of technique, and therefore is generally considered the highest quality of sake.

junmai ginjo: If a sake is labeled junmai ginjo, it is made from only rice, water and rice koji. The rice is milled to more than 40%.

honjozo is sake whose "percent of remaining grain size" is more than 60% and less than 70%, and has some added distilled alcohol.

muroka means "not fine filtered with charcoal," and it retains the freshly squeezed sake taste. Skipping either the pasteurizing or filtering process or both allows the rice's richness to remain in the aroma, flavor and sometimes color of the sake.

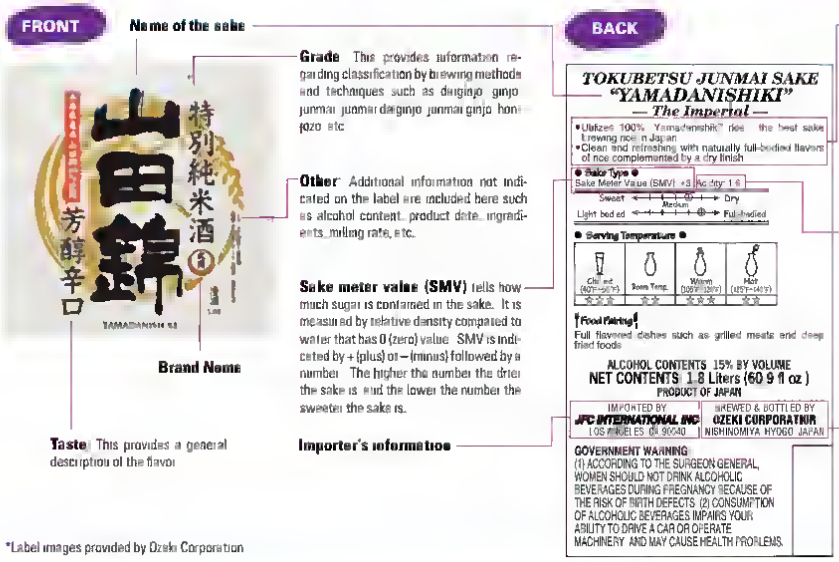
nigori is a coarsely filtered sake in which the unfermented portion of the rice is left, giving the sake a cloudy white color or chunks of rice floating inside. Since the rice is still working in the sake even after being bottled, some nigori are sparkling. Just be careful when you open it!

nama or **nama-zake** generally refers to unpasteurized sake, which is characterized as having a fresh flavor. In the sake production process, hi-ire (heat pasteurization) takes place twice, once before storing the sake, and once before bottling in order to inactivate kobo yeast. Since nama or nama-zake is made from skipping either one or both of these steps in the pasteurization process, kobo yeast is still active in this kind of sake. Needs to be stored in refrigerator.

kimoto is one of the oldest traditional methods used in sake brewing. This system uses lactic acid bacteria that is naturally cultivated in the sake instead of using artificial ones. It requires a much longer time to make and requires more steps and labor as the bacteria are cultivated by hand. Although it's extremely difficult to carry out this process, sake employing kimoto style has a solid body and a distinct flavor the way all sake used to taste.

Demystifying Sake Labels

As mentioned on the previous page, the label on a bottle of sake or shochu suggests how it tastes and can help you select one type over another. To help you enhance your sake/shochu literacy, here we demystify the labels.


FRONT
Name of the sake
Grade: This provides information regarding classification by brewing methods and techniques such as daiginjo, ginjo, junmai, junmai daiginjo, junmai ginjo, honjozo, etc.
Other: Additional information not indicated on the label are included here such as alcohol content, product date, ingredients, milling rate, etc.
Sake meter value (SMV) tells how much sugar is contained in the sake. It is measured by relative density compared to water that has 0 (zero) value. SMV is indicated by + (plus) or – (minus) followed by a number. The higher the number the drier the sake is, and the lower the number the sweeter the sake is.
Importer's information
Taste: This provides a general description of the flavor.
Brand Name
山田錦
特別純米酒
芳醇辛口
BACK
TOKUBETSU JUNMAI SAKE
"YAMADANISHIKI"
— The Imperial —
• Utilizes 100% Yamadanishiki® rice, the best sake brewing rice in Japan
• Clean and refreshing, with naturally full-bodied flavors of rice complemented by a dry finish
Sake Type
Sake Meter Value (SMV) +3
Acidity 1.6
Sweet
Dry
Medium
Light bodied
Full-bodied
Serving Temperature
Chilled (40°F–50°F)
Room Temp.
Warm (105°F–120°F)
Hot (125°F–140°F)
Food Pairing
Full flavored dishes such as grilled meats and deep fried foods
ALCOHOL CONTENTS 15% BY VOLUME
NET CONTENTS 1.8 Liters (60.9 fl oz.)
PRODUCT OF JAPAN
IMPORTED BY
JFC INTERNATIONAL INC.
LOS ANGELES, CA 90040
BREWED & BOTTLED BY
OZEKI CORPORATION
NISHINOMIYA HYOGO JAPAN
GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
Profile: The Japanese name is written in the Roman alphabet, and sometimes the English translation is put in double quotation marks. Unlike other liquors, each sake has a specific name and story behind it. The name describes the flavor as a whole. Also the information about sake rice is often included. Rice varieties are used as an index for determining flavor.
Acidity: The number indicates the amount of organic acid such as lactic acid, succinic acid and malic acid in the sake. Acidity affects the degree of sweetness of sake you perceive. Generally, the higher the acidity, the less sweetness you taste.
Brewer's information & location where produced: A sake's character and the region where it is produced are strongly related. Sake is usually brewed in a region with local water, although the sake rice is not always locally harvested.

*Label images provided by Ozeki Corporation

yamahai is a short form of "yamaoroshi-haishi-moto." This style is quite similar to kimoto in terms of the process. Its name comes from the elimination of one of the processes called "yamaoroshi," the most difficult part of kimoto style brewing. Yamahai style sake tends to be high in acidity, full-bodied, deep and rich.

SHOCHU TERMINOLOGY

Awamori is a type of singly distilled shochu only distilled in Okinawa Prefecture. Its base ingredient is Thai rice and it employs special "awamori koji" to help with fermentation. It tends to have a full-bodied flavor and is high in alcohol content.

korui: This category of shochu is obtained via a multiple distilling method for alcohol of less than 36% in volume. It is often called white liquor and used as a base for cocktails and infused liquors.

Honkaku shochu or **otsurui**: This category of shochu is obtained via a single-distilling method for alcohol of less than 45% in volume. Since it is distilled once, this type of shochu keeps the flavor of its base ingredients.

jo-atsu style and **gen-atsu style distillation**: These two distilling methods are used for obtaining the desired flavor by playing with different boiling points. While the jo-atsu style (atmospheric) distillation is conducted under normal pressure when the boiling point is 100°C, gen-atsu style (reduced pressure) distillation is conducted under reduced pressure, which enables boiling at about 50°C. Shochu obtained via the latter can reduce any excess flavors of ingredients.

kuro koji, shiro koji, ki koji: koji is a mold that decomposes starch and transforms it into sugar. It is used in making both sake and shochu. In shochu making, the type of koji dramatically affects the flavor of the final product. Kuro koji tends to produce a bold and sharp flavor, while shiro koji makes shochu milder. Though it's less popularly used than kuro and shiro koji, ki koji adds fruitiness.

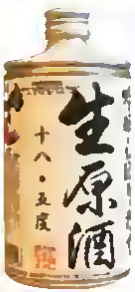
How to make "mizuwari" and "oyuwari"

Although the materials used are the same, mizuwari (shochu with cold water) and oyuwari (shochu with hot water) have completely different flavors. The way they are made also differs. To make mizuwari, first pour shochu into a glass and then add cold water. In the case of oyuwari, first pour 60°C (140°F) hot water into a glass and then add shochu to it. The order of pouring causes natural convection in the glass, slowly blending the two materials to give the drink a wonderful flavor.

Challenge Pairing Sake and Shochu with American Comfort Foods!

It's a common and safe decision to pair Japanese liquor like sake and shochu with Japanese cuisine, and with this you can't go wrong. But you can expand your drinking repertoire if you are adventurous enough to pair American comfort foods with Japanese liquor, a combination which might not normally cross your mind. It is tricky, but once you find the best match there's nothing more pleasing. Chopsticks NY consulted sake and shochu experts* about this challenging pairing.

Our suggested pairing for beefsteak would be a sake that has a high level of acidity, such as a yamahai or kimoto type of sake. The acidity of these types of sake balances with the meat's fat content to refresh the palate. **Kuro-Obi Do Do** would be a great example of a yamahai to have with steak. Another idea is unpasteurized sake. For example, **Narutotai Ginjo Nama Genshu Shiboritate** would be a good match because its bold flavor complements the richness of the meat. The intensity of this unpasteurized sake also makes it a synergistic pairing with this rich, full-flavored dish.



Challenge 1: Beefsteak

Most sake can be paired with steak in various ways, and you have to think about three things in regard to sake-steak pairing: the smell of the meat, its fat content, and the sauce. If the steak has a strong meaty smell, I would pair it with koshu (aged sake) or junmai. If not, junmai ginjo would be good. If it's fatty, it would go well with junmai or honjozo, and if not, with junmai ginjo. If the steak is served with a conventional steak sauce like A.1., I would suggest a less aromatic koshu or a junmai. If it's served with a shoyu-base sauce, junmai ginjo works perfectly. My personal favorite steak-sake pairing is **Kitaya Juanai** and wagyu steak. Wagyu does not have a strong smell yet is well marbled and fatty, and the quality of the fat is clean. Full of umami and having a reserved aroma, Kitaya Junmai complements these exquisite wagyu features.

Originating in the southern part of Kyushu and Okinawa, shochu and awamori have been developed in rapport with meat eating cultures. Therefore, the flavors of steak that are composed of gravy and fat with the earthy, nutty and appetizing aromas from grilling go perfectly with shochu and awamori. To go with these profound steak flavors, I would recommend a sweet potato shochu that uses kuro (black) koji. Shochu in general can refresh your palate, and sweet potato shochu in particular has a unique aroma that synchronizes with the fat's sweetness. Kuro koji is also key: it tends to produce a caramel flavor and nutty aroma, which go great with the scrumptious grilling aroma. **Heihachiro**, a sweet potato shochu with kuro koji, is bold enough to accompany the powerful flavor of beefsteak. I suggest enjoying Heihachiro in a 50% shochu to 50% water ratio maewari (the style of cutting shochu with mineral water a few days in advance and storing it in the refrigerator) along with filet steak topped with foie gras. I would also recommend an awamori that has bold flavor from kuro koji such as **Zuisen Hanuryu**.

***Sake and shochu experts Chopsticks NY consulted for this article.**

Rick Smith and Hiroko Furukawa
Owners of sake specialty shop in the East Village: SAKAYA
SAKAYA
324 E. 9th St., New York, NY 10003
TEL: 212-505-7253
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Toshiyuki Koizumi
Sake sommelier, wine sommelier and owner of Japanese restaurant in the East Village: WASAN
WASAN
10# E. 4th St., New York, NY 10003
TEL: 212-777-1978
www.wasan-ny.com

Hayato Hishinuma
SSI-certified Master of Sake and Shochu Adviser, President and CEO of Oval One Co., Ltd., a Tokyo-based marketing consultancy
Acty 21 Building, 5th Fl.
4-2-11 Shiba, Minato-Ku, Tokyo, JAPAN 108-0014
TEL: +81-3-5442-8401

Challenge 2: Fried Calamari

Our choice would be something dry. For example, **Oze ao Yukidoka Okarakuchi Junmai** is very dry and crisp and its finish is very clean. It cuts the greasiness of deep fried dishes. We have paired **Kan Nihonkai Chokarakuchi Junmai Ginshu** with many different foods, so it could be great with fried calamari as well. Both Oze and Kan Nihonkai would be better for marinara sauce. If the dish is served with a mayonnaise-base tartar sauce, I would say a nigori, maybe **Shichikoa-yari Juumai Ginjo Nigori**.

— Rick & Hiroko

Sweet potato shochu using white (shiro) koji and barley shochu will pull out the mineral flavors of the calamari and its crunchy, nutty batter. Especially shochu made from the sweet potato variety Benikotobuki produces a nutty aroma reminiscent of peanuts, hazelnut and walnuts, and this helps to bring out the nutty umami of fried calamari. **Kappa no Sasoimizu** will be heavenly with fried calamari served with tartar sauce and its accompanying rich, milky flavor. On the other hand, barley shochu like **Giaza no Suzuma** can be enjoyed with marinara sauce and its refreshing, sour flavor. **— Hayato**

Japanese people have enjoyed tempura with sake for centuries, so why not with fried calamari? Also, shellfish in general goes very well with daiginjo and honjozo types because both shellfish and the two types of sake are rich in succinic acid. If you warm the daiginjo and honjozo, their succinic acid becomes more perceptible on the palate. One more thing you should consider when pairing sake with fried calamari is the fact that the batter is already seasoned and you eat it with sauces. If it's served with marinara sauce, **Jokigan Juamai Ginjo** is recommended, and if it's with tartar sauce, **Mizukasho Ginjo** would be my choice.

— Toshi

Challenge 3: Pizza

Since cheese and tomato both have high levels of umami, we would pair it with sake that has equal amounts of umami and body. In general, Junmai sake would be good in this regard. But either a junmai ginjo such as **Rihaku** with its mellow character and depth of flavor or **Ama no To Tokubetsu Junmai** with its complex earthy flavor notes and dry finish, would be a great match. With their characteristic acidity and mellow flavors, most yamahai sake would be good with pizza as well.

— Rick & Hiroko

The first choice for pairing with cheese in general would be sweet potato shochu. However, with smoked cheese, barley shochu aged in a barrel would be great as well. Barley shochu made with the traditional "jo-atsu" (atmospheric distillation) method tends to have a distinctive grain aroma, and it is well balanced with pizza dough made from durum semolina. However, toppings may complicate the situation. I would pair quattro formaggi with sweet potato shochu, tomato with barley shochu made with the "gen-atsu" (reduced pressure distillation) method, and pepperoni with barley shochu made with the jo-atsu method. **Tsukushi Shiro** is an almighty barley shochu that goes with a variety of toppings. If you want to choose sweet potato shochu, I recommend **Kara no Shikoa**. **— Hayato**

First of all, sake and cheese make an outstanding match. So it's time for everyone to try sake & cheese pairings instead of wine & cheese! The tomato and cheese in pizza are full of umami components, which are equally abundant in sake. This umami and umami combination brings out another level of umami flavorfulness. I would pair pizza with junmai: the higher the acidity the better. Look at the back label and find one with at least SMV of +5 and Acidity of 1.5. **Asakiraki** (SMV: +10, Acidity: 1.5) and **Kozaemon Yamahai Juamai** (SMV: +6, Acidity: 3) would be my choice.

— Toshi

Challenge 4: Chocolate

Umeshu (plum sake) is good with dark chocolate. Its bitterness pairs well with umeshu's sweetness and fruitiness. You can go with **Ume no Yado Aragoshi** or **Kakurei Janmai Ginjo Umesha**. For milk chocolate, **Kikusui Perfect Snow Nigori Ganshu** would be good. The milky elements of this type of chocolate and this unfiltered, undiluted sake harmonize well in the mouth. Playing with different types of sweetness is the key to pairing sake with chocolate. For chocolate filled with raspberry or blueberry jelly, koshu or kijoshu (a type of sake brewed with sake instead of water) such as **Hanahato Kijosha** would be good.

— Rick & Hiroko

The complex flavors of long-aged shochu go excellently with chocolate. The sweet aroma of barley shochu aged in sherry barrels especially harmonizes with chocolate because the aromas of cacao and sherry barrels complement each other. Generally speaking, bitter types go with barley shochu, and sweet types go with sweet potato shochu. My choice is **Ginza no Suzume Kohaku** on the rocks, an aged barley shochu with a complex aroma that brings out the cacao flavor. I would pair citrus liqueur **Habes Cool** with chocolate with berries. **— Hayato**

Sweet, syrupy and candy-like, koshu would go best with sweets. Bitter chocolate goes well with long-aged sake and sweet chocolate with slightly-aged sake. I would choose **Nanbu Bijin Ali Koji** and **Hanakato Kijoshu**. If the chocolate has a raspberry or blueberry flavor, I would pair it with the 1000 day-aged **Kagatobi Sennichigakoi**.

— Toshi

HAKUTSURU SAKE

"SAYURI"
NIGORI SAKE
(COARSE - FILTERED SAKE)

Using the finest rice and pure natural spring water

SAYURI means "little lily," which reminds us of the delicate image of Japanese culture. We created SAYURI as an embodied gracefulness of Japan.
This creamy Sake passes through a mesh and is coarsely filtered.
This process gives SAYURI a refreshing aroma, natural sweetness, and smooth aftertaste.
Serve this graceful SAYURI chilled.
Please shake well before serving.

720 ML 300 ML

ALC.12.5% BY VOL.
INGREDIENTS RICE RICE KOJI
SAKE METER VALUE +11

さゆり
Sayuri

Our Sakes are brewed and bottled in the Nada area which is Japan's most famed Sake brewing region.
No additives. No preservatives.

BREWED AND BOTTLED BY
HAKUTSURU SAKE BREWING CO., LTD.
KOBE, JAPAN
www.hakutsuru-sake.com/

HAKUTSURU SAKE OF AMERICA, INC.
LA OFFICE TEL 310-381-0005 FAX 310-381-0008
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HOPE FOR JAPAN

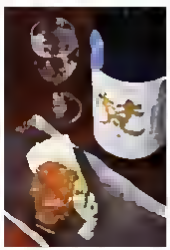
Other Impressive Pairings with Non-Japanese Cuisines

By Rick & Hiroko

There are lots of great matches, but I remember *Halibut Ceviche* and **Ikina Onna Daiginjo** and *Sauteed Halibut with Jalapeño & Vinaigrette* and **Dassai Sparkling** as two of the great pairings. **Kurouski Junmai** is versatile, so we've paired it with a variety of things like spinach pie, chicken fajitas and soft shell crab. Many think nigori is difficult to pair, but it actually can be paired with all western foods. We also like to pair nama-zake with spicy foods, such as **Masumi Arabashiri** and **Narutotai Ginjo Nama** with green curry and Buffalo wings. We haven't tried it yet, but **BORN Muroka Nama Genshu** would be great with Buffalo wings. It's a very expensive drink to go with Buffalo wings, but it's delicious. You can economize on the food and splurge on the sake!

By Toshi

I used some numbers and biology terms to explain the pairings, but matches cannot always be explained by that. Many things like settings, moods and physical conditions affect the palate. So enjoying yourself is the first priority, and just use my suggestions for reference. Keeping this in mind, here I share a couple of impressive pairings. *Blue Cheese with Honey* and **BORN Muroka Nama Genshu**, *Sauteed Foie Gras* and **Wakataka Junmai Daiginjo**, *Grilled Pork with Black Truffle Sauce* and **Nanha Bijia All Koji**, and *Steamed Lobster with Butter Sauce* and **Nishinoseki Junmai**. All of the sakes that I introduced in this article can be enjoyed at WASAN.



By Hayato

Sweet potato shochu using shiro koji is perfect with penne pasta or gnocchi with gorgonzola, which are full of umami and strong saltiness. The caramel flavor of kuro koji generally complements the aroma of grilled foods, so sweet potato shochu using kuro koji goes superbly with foie gras steak glazed with honey, which has a nutty and caramelized sweet aroma. I had an excellent pairing of this kind of shochu and wagyu burger at Bohemian in NoHo. The matching of beef fat, gravy and kuro koji was indescribable.

純米大吟醸

JUNMAI DAIGINJO

BORN
Gold

sweet — dry

Aged at 14°F for 1 year this golden hued sake has a wonderful aroma and a transparent taste. Drink chilled in a large wine glass.

www born co jp

KATOUKICHIBEE SHOUTEN

BORN
Hoshi "The Earth"

sweet — dry

A junmai daiginjo aged at 23°F for 2 years It has a persistent body with a complex flavor and a pure, uplifting aroma.

www born co jp

KATOUKICHIBEE SHOUTEN

BORN
Hyozan "Ice Berg"

sweet — dry

A pure and clean junmai daiginjo sake in a set of 3 blue bottles is evocative of an iceberg and symbolizes peace on earth

www born co jp

KATOUKICHIBEE SHOUTEN

BORN
Muroha Nama Gaashu

sweet — dry

An unfiltered and unprocessed sake that conjures a rich bouquet and a robust flavor. It is the most popular of the series

www born co jp

KATOUKICHIBEE SHOUTEN

BORN
Nihon No Tsobasa "Wing of Japan"

sweet — dry

Delightfully delicate and flavorful on the palate it boasts a magnificent aroma followed by a crisp, vibrant aftertaste

www born co jp

KATOUKICHIBEE SHOUTEN

BORN
Tokusen Juamai Daiginjo

sweet — dry

A sophisticated sake that flows irresistibly over the palate. Its refreshing fragrance of grapefruit seduces the nose.

www born co jp

KATOUKICHIBEE SHOUTEN

BORN
Yuma wa Masayuma
"Dreams Come True"

sweet — dry

Aged at 17°F for 5 years, this smooth sake has an incredibly deep aroma and a dry back palate. Awarded the IWC2012 Gold Medal

www born co jp

KATOUKICHIBEE SHOUTEN

CHOKAISAN
Junmai Daiginjo

sweet dry

A unique yeast derived from flowers gives this elegant sake a bouquet of liconce, fresh herbs and a hint of Asian pear

www tenjo co jp

TENJU SHUZO CO , LTD

DASSAI 23
Junmai Daiginjo

sweet dry

Using rice polished to 23% (highest level in the market) it has a long finish with a fruity and floral aroma.

http //asahishuzo ne jp

ASAHISHUZO CO , LTD

DASSAI 39
Junmai Daiginjo

sweet dry

With a hint of tropical fruit like young pineapple, mango apples and pears this sake has a sharp freshness and brilliance.

http //asahishuzo ne jp

ASAHISHUZO CO , LTD

DASSAI 50
Junmai Daiginjo

sweet dry

An almighty sake that can bring out the best in any food It has a gorgeous balance of acidity sweetness and aroma

http //asahishuzo ne jp

ASAHISHUZO CO , LTD

DASSAI SPARKLING 50

sweet dry

Natural elegant carbonation from in-bottle fermentation complements the rice flavor Excellent with deep fried dishes

asahishuzo ne jp

ASAHISHUZO CO , LTD.

DENEMON
Junmai Daiginjo

sweet dry

A superb balance of sweet and tart with a refreshing taste This junmai daiginjo boasts a cheerful fruity aroma.

www denemoo com

ECHIGO DENEMON CO , LTD.

GASANRYU
Gokugetsu

sweet dry

Embodying a well-balanced flavor full fragrance and fresh taste..it is satisfying as is or paired with French dishes or white fish

www kurouzaemon com

SHINOO SAKE BREWERY CO , LTD

GASANRYU
Kisaragi

sweet dry

A dainty and sleek sake with a bright and clean flavor This medium dry sake has a slight melon scent and a sharp finish

www kurouzaemoo com

SHINOO SAKE BREWEBY CO , LTD

GEKKEIKAN HORIN
Junmai Daiginjo

sweet — dry

Brewed using rice and water from Kyoto this ultra premium junmai daiginjo exudes a clean mild flavor and fruity nose

www gekkeikan-sake.com

GEKKEIKAN SAKE (USA), INC.

HANAABI
Junmai Daiginjo

sweet — dry

It has a refreshing fragrance of fresh fruit, wrapped in a soft sweetness with an accent of citrus. The lingering taste is crisp and smooth

www nanyo-jozo com

NANYO SAKE BREWERY

IKI ICOOLI

sweet — dry

Refreshing and fruity aroma with a rich body and long finish The buttery texture coats your tongue and tapers with sweetness.

www iki-sake.com

HOKKAIDO MUMINMUKA CO , LTD

MINOWAMON

sweet — dry

This remarkably delicate sake has a clear taste with an underlying richness that evokes the natural elegant aroma of rice

english daishichi com

DAISHICHI SAKE BREWERY

MINUME

sweet — dry

The traditional kimoto brewing method naturally draws out a full-bodied rice flavor leaving a fruity aroma and finish

www sawanotsuru oet/sake

SAWANOTSURU CO , LTD

MIYOSAKAE TENMI

sweet — dry

It has a fragrance reminiscent of melons and pears Fresh scent of bamboo and white pepper gives it a complex flavor

www seiryosyuzo com

SEIRYO SYUZO CO , LTD

OZEKI SAKE PLATINUM
Junmai Daiginjo

sweet — dry

The only junmai daiginjo brewed in the U.S. Refreshing dry and smooth with a fruity aroma, it goes with steak and oyster cocktails.

www ozekisake com

OZEKI SAKE (USA), INC

TENGUMAI
Junmai Daiginjo 50

sweet — dry

Light umami and clean acidity create an enjoyable smoothness that goes down your throat nicely.

www tengumai co jp

SHATA SHUZO CO , LTD

大吟醸

DAIGINJO

KAKUREI DAIGINJO

sweet — dry

Aromatic, slightly floral, full-bodied with hints of pear and apple and a clean finish. Brewed with soft water for a mild taste.

www.kakurei.co.jp

AOKISHUZO THE SAKE BREWERY CO., LTD.

KEN

sweet — dry

Boasting a gorgeous fruity fragrance of melons, pears, and peaches, it is elegant and crisp with a beautiful finish

www.saku-suehiro.jp

SUEHIRO SAKE BREWERY CO., LTD.

NANBU BIJIN

"Southern Beauty" Daiginjo

sweet — dry

It opens with a refreshingly fruity aroma and is followed by a rich flavor that strikes a perfect balance on the palate

www.nanbubijin.co.jp

NANBU BIJIN BREWERY

TAITEN SHIRAGIKU

sweet — dry

A gentle first impression to your palate is followed by a sharp, bright flavor and a floral scent. Its slight bite is refreshing

www.shiragiku.com

SHIRAGIKU SHUZO CO., LTD.

純米吟醸

JUNMAI GINJO

AMABUKI

Junmai Ginjo Nama Strawberry

sweet — dry

Strawberry flower sake yeast is used to make this sake, giving it a characteristic sweetness and fruitiness of strawberries.

www.amabuki.com

AMABUKI SHUZO CO., LTD.

AMABUKI

Junmai Ginjo Nama Sunflower

sweet — dry

This unpasteurized sake has a hint of dryness and a rounded flavor from sunflower yeast. Great with an array of cuisines.

www.amabuki.com

AMABUKI SHUZO CO., LTD.

KAKUREI JUNMAIGINJO

sweet — dry

Slightly aromatic, lightly floral with hints of banana and pear. Subtle sweetness and gentle flavor are in perfect harmony.

www.kakurei.co.jp

AOKISHUZO THE SAKE BREWERY CO., LTD.

KAORI

sweet — dry

Gorgeous aroma of muscat grapes and bananas. Its light refreshing note is great for beginners and connoisseurs alike.

www.oboshi.co.jp/kuramoto/yamagata/

YAMAGATA NONTEN CO., LTD

KIKUSUI
Junmai Ginjo

sweet — dry

Light and dry with a hint of refreshing mandarin orange. Its moderate body and a dryness complement any dish.

www.kikusui-sake.com/home/__english/

KIKUSUI SAKE CO., LTD

NAGARAGAWA
Junmai Ginjo Tenkawa

sweet — dry

This junmai ginjo features stimulating aroma with sharp and full character. Rich umami spreads in mouth and tapers softly.

www.nagaragawa.co.jp

NAGARAGAWA SAKE BREWING CO.,LTD

RIHAKU OMACHI
"Origin of Purity" Junmai Ginjo

sweet — dry

A smooth and harmonious sake with a gorgeous aroma. It lingers beautifully on the palate, leaving you wanting more.

www.rihaku.co.jp

RIHAKU SAKE BREWING COMPANY

RIHAKU
"Wandering Poet" Junmai Ginjo

sweet — dry

A junmai ginjo, brewed slowly at low temperatures. It is crisp and full-bodied with a delightful aroma and a clean finish.

www.rihaku.co.jp

RIHAKU SAKE BREWING COMPANY

RYO

sweet — dry

A smooth and luxurious beginning with a subtle bitterness that leads to a dry finish. It is a sprightly sake for any occasion.

www.chiyomusubi.co.jp

CHIYOMUSUBI SAKE BREWERY CO., LTD.

SHOIN

sweet — dry

Blossoming bouquet of violets and lilacs with the fruitiness of Granny Smith apples. It is gracefully rich and medium dry.

www.oboshi.co.jp/kuramoto/yamagata/

YAMAGATA HONTEN CO., LTD

TATSUMIGURA

sweet — dry

Fruity and crisp, this dry junmai ginjo produces a gentle and clean flavor like natural spring water in a dense forest.

www.aizohomare.jp

HOMARE SAKE BREWERY CO., LTD

UME NO YADO

Junmai Ginjo

sweet — dry

A fruity aroma and savory richness awaken your senses. Serve it chilled. It pairs exceptionally well with seafood dishes.

www.omenoyado.com

UME NO YADO BREWERY CO., LTD

特別純米

TOKUBETSU JUNMAI

GEKKEIKAN HAIKU

Tokubatsu Junmai

sweet — dry

Filled with an uplifting flavor of apples this semi-dry sake is brewed with Californian rice and Sierra Nevada water.

www.gekkeikan-sake.com

GEKKEIKAN SAKE (USA), INC.

HOUSUI

TOKUBETSU JUNMAI

"FRAGRANT WATER"

sweet — dry

The tangy aroma of yeast and the luscious sweetness of rice are irresistible. It has a long and harmonious finish.

www.sakestory.com

HOUSUI SAKE BREWERY

NANBU BIJIN

"Southern Beauty" Tokubetsu Junmei

sweet — dry

A palatable note reminiscent of ripe cantaloupes with a clean finish. It is an excellent meal companion.

www.nanbubijin.co.jp

NANBU BIJIN BREWERY

TENGUMAI RED

sweet — dry

Masterfully brewed to pull out a rich and smooth flavor while releasing a hint of junmai daiginjo-like delicateness.

www.tengumai.co.jp

SHATA SHUZO CO., LTD.

YAMADA NISHIKI

Tokubatsu Junmai

sweet — dry

A lush, full-bodied sake that boasts fruity and floral flavors and a hint of rice. Its dry finish wonderfully complements rich meals.

www.ozekisake.com

OZEKI SAKE (USA), INC

純米

JUNMAI

AMABUKI
Yamahai Junmai Marigoid

sweet — dry

The true expression of marigold is noticeable both on the palate and nose of this yamahai sake. Great when served warm

www.amabuki.com

AMABUKI SHUZO CO., LTD

GEKKEIKAN BLACK & GOLD
Junmai

sweet — dry

A full-bodied and rich sake with a smooth and mellow flavor. It is versatile and can be served hot, lukewarm or cold.

www.gekkeikan-sake.com

GEKKEIKAN SAKE (USA), INC.

HOMARE
Junmai Aladdin Bottle

sweet — dry

An elegant bouquet of apple and melon is followed by a light and clean finish. It pairs marvelously with seafood dishes.

www.asahomare.jp

HOMARE SAKE BREWERY CO., LTD

JIZAKE TENZAN
Junmai Genshu

sweet — dry

This undiluted sake exhibits a full-bodied taste and a mellow aroma. Complements both strong and subtle flavored meals alike

www.tenzan.co.jp

TENZAN SAKE BREWERY CO., LTD

JUN KOMEKOJI VINTAGE SAKE

sweet — dry

Made only from koji rice malt and aged more than five years... this unique junmai sake exhibits a distinctive well-balanced flavor

www.eizuhomare.jp

HOMARE SAKE BREWERY CO., LTD

NANBU BIJIN ALL KOJI

sweet — dry

The amber color embodies its rich umami. Made from 100% koji rice, it's great with cheese, chocolates and full-bodied dishes.

www.nanbubijin.co.jp

NANBU BIJIN BREWERY

NARAMAN
Junmai Muroka Bin Hiire

sweet — dry

Layers of enticing aromas blossom on your palate when served chilled. It has a melon like flavor with a touch of acidity.

www.yumegokoro.com

YUMEGOKORO SAKE BREWERY CO., LTD

OZEKI SAKE PURE

sweet — dry

Light and smooth texture with clean finish. Great with a variety of dishes such as sushi, sashimi, pickles, grilled fish or BBQ.

www.ozekisake.com

OZEKI SAKE (USA), INC

SHICHIDA JUNMAI

sweet — dry

Rich rice flavor with a beautiful balance of sweetness, acidity and umami. A perfect table sake accompanying any cuisine.

www.tenzan.co.jp

TENZAN SAKE BREWERY CO., LTD.

SUEHIRO YAMAHAI

sweet — dry

A well-rounded sake with intricate hay and smoke aromas. The soft sweetness against its acidity is a hallmark of yamahai sake.

www.sake-suehiro.jp

SUEHIRO SAKE BREWERY CO., LTD

SUIJIN

sweet — dry

SUIJIN means "God of Water" in Japanese. It is an extremely dry sake with a superb complexity and a powerful rice flavor.

www.asabiraki-sake.jp/

ASABIRAKI CO., LTD

TENGUMAI UMAJUN

sweet — dry

Characterized by a great balance of spiciness and umami, this junmai sake complements meals perfectly.

www.tengumai.co.jp

SHATA SHUZO CO., LTD

TENGUMAI Yamahai Junmai

sweet — dry

The rich aroma and acidity from the yamahai style brewing method are amazingly well balanced in this junmai type sake.

www.tengumai.co.jp

SHATA SHUZO CO., LTD

URA-GASANRYU Fuka

sweet — dry

With a gorgeous aroma, this junmai is comparable to junmai daiginjo quality. Great with light Chinese and meat dishes.

www.kotouzaemon.com

SHINDO SAKE BREWERY CO., LTD

本醸造

HONJOZO

ASABIRAKI NAMACHO SAKE

sweet — dry

Stored in an ice cold refrigerator it boasts an aroma of freshly squeezed fruits. Clean and dry it's best enjoyed when chilled.

www.asabiraki-oet.jp

ASABIRAKI CO., LTD.

FUNAGUCHI KIKUSUI
Nama Genshu

sweet — dry

Unpasteurized and undiluted over 40 years old. Japan's first nama sake has a fruity aroma and fresh full-bodied flavor.

www.kikusui-sake.com/home/__english/

KIKUSUI SAKE CO., LTD

OHKAGURA

sweet — dry

A simple, well-rounded sake with a subtle richness and sweet undertone. This honjozo sake is superb quality.

www.shiragiku.com

SHIRAGIKU SHUZO CO., LTD

HONJOZO TSUKINOWA KINEN LABEL "BLUE HUE"

sweet — dry

An everyday sake loved by Iwate Prefecture locals. Mildly dry with sweet aromas it is excellent with a variety of cuisines.

www.tsukioowa-iwate.com

TSUKINOWA SAKE BREWERY

URA-GASANRYU
Koka

sweet — dry

This sake is remarkably aromatic with a fresh, succulent taste. Its subtle elegance makes it an ideal choice for any occasion.

www.kuroozoemoe.com

SHINOO SAKE BREWERY CO., LTD

スパークリング

SPARKLING

GEKKEIKAN ZIPANG
Junmai Sparkling

sweet — dry

A naturally carbonated, sparkling sake with a low alcohol content. It is light and sweet with a clean, refreshing finish.

www.gekkeikan-sake.com

GEKKEIKAN SAKE (USA), INC.

HANA AWAKA
Sparkling Sake

sweet — dry

This cute sparkling sake brings your taste buds alive with bursting sweetness, bright fruity flavor and tangy bubbles

www ozekisake.com

OZEKI SAKE (USA), INC

NAGARAGAWA
Sparkling Nigori

sweet — dry

Slight carbonate from in-bottle fermentation gives crispness to this nigori. Cotton candy on the nose and a mildly bitter aftertaste.

www nagaragawa co jp/e/

NAGARAGAWA SAKE BREWING CO ,LTD

POOCHI POOCHI

sweet — dry

A surprising swirl of bubbles brings out a fruity sweet flavor with a light citrus accent. Enjoy it as a vibrant aperitif

www sake-suehiro.jp

SUEHIRO SAKE BREWERY CO , LTD

SHO CHIKU BAI SHIRAKABE GURA MIO

sweet — dry

This sparkling sake, crafted only with rice water and koji has a fruity flavor and a sweet aroma. Versatilely enjoyable.

www takarosake com

TAKARA SAKE USA INC

STARS

sweet — dry

Lightly carbonated from fermented koji, this sparkling junmai sake is so versatile it can be paired with western dishes.

www kizakura co.jp

KIZAKURA CO., LTD

HOMARE
Nigori Aladdin Bottle

sweet — dry

A rich, unfiltered sake with mild sweetness and fresh aroma of banana and pear. It goes well with any Japanese meal.

www asahomare jp

HOMARE SAKE BREWERY CO., LTD

KIKUSUI
Perfect Snow

sweet — dry

This full-bodied nigori genshu's unique versatility allows it to be drunk straight over ice, with soda or even in a cocktail

www kikusui-sake com/home/__english/

KIKUSUI SAKE CO , LTD

RIHAKU
"Dreamy Clouds" Tokubetsu Junmai Nigori

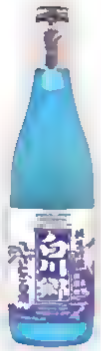
sweet — dry

A fruity unfiltered sake with a slight cloudiness from rice sediment. It is complex and nutty with a hint of prune bouquet.

www.rihaku.co.jp

RIHAKU SAKE BREWING COMPANY

SHIRAKAWAGO
Sasanigori



sweet — dry

An aromatic unfiltered sake that highlights the natural essence of rice at its best. It is dry and has a viscous texture.

www.miwashuzo.co.jp

MIWA SHUZO CO., LTD

その他
OTHER

ARAGOSHI KUMI'S UMESHU

sweet — dry

Quality ume plums are soaked in awamori and sake, and blended with the ume pulp to make a full-bodied dessert umeshu.

www.k-kumesen.com

KUMEJIMA'S KUMESEN

HOMARE
Junmai Yuzu Shu

sweet — dry

Packed with tanginess and a pleasant sweetness, this blend of junmai sake and yuzu citrus juice will uplift your spirits.

www.oizuhomare.jp

HOMARE SAKE BREWERY CO., LTD.

KAORI
Mikan Sake

sweet — dry

Refined sweetness of Unshu Mandarin orange and subtle bitterness of its skin mix nicely and unfold on the palate.

www.oboshi.co.jp/kuromoto/yamagata

YAMAGATA HONTEN CO., LTD.

MINATO HARBOR TSUCHIZARI
Yamahai Futsu Shu

sweet — dry

A tangy, hearty and semi sweet sake with a great acidity. This traditional yamahai style sake is extremely versatile.

http://jizakemonogatari.net

NABA SHOUTEN

MINATO HARBOR TSUCHIZARI
Yamahai Nama Genshu

sweet — dry

This undiluted, unpasteurized sake has an intense yeast aroma and strong notes of mushroom that go well with hearty food.

http://jizakemonogatari.net

NABA SHOUTEN

NANBU BIJIN
No Sugar Added Umeshu Plum Sake

sweet — dry

With plums soaked in the signature All Koji sake it has a pink color and releases umami and a natural sweetness.

www.nanbubijin co.jp

NANBU BIJIN BREWERY

UMEKANON

sweet — dry

A junmai sake blended with succulent plums plays on your palate as you enjoy the perfect ensemble of sweet and sour

www asabiraki-sake jp/

ASABIRAKI CO , LTD

YUZU SAKE ALADDIN BOTTLE

sweet — dry

Refreshing and zesty yuzu juice is blended into junmai sake The sweet and bracing flavor makes it good an aperitif or dessert sake

www aizuhomare jp

HOMARE SAKE BREWERY CO., LTD

YUZU SHU

sweet — dry

Plenty of natural yuzu citrus juice is blended into this sake It is brisk with a sweet undertone and a pungent aroma.

www umenoyado com

UME NO YADO BREWERY CO , LTD

Rich and Dry Sake Cultivated by the Mountains of Dewa

1) What is Takenotsuyu Sakagura CO , LTD
Established in 1858 our brewery is located in Yamagata Prefecture s Tsuruoka City This area started in the Nara Period (710-794) as a town surrounding the Dewa Sanzan (Three Mountains of Dewa) Shrine and it developed thanks to the protection of mountaineering ascetics Our predecessors at Takenotsuyu were one of numerous breweries making sake used for events that took place throughout the year at this Shrine The origin of our company name is unclear but it is thought that as a brewery making high-grade sake within a bamboo grove one day we came to be called "Takenotsuyu (Bamboo Tears)."

2) Taking Advantage of the Shonai Region's Rich Natural Environment
All local Rice and Water
Our hometown region of Shonai is famous as a "food capital " The wonderful natural environment created a rich food culture and we strive to utilize this as much as possible in our sake brewing Sake manufacturers the chief brewer employees and local brewer s rice researchers exclusively employ locally grown rice To prepare the rice we use deep underground water that flows 300 meters below the brewery and comes from the highest peak of Dewa Sanzan Mount Gassan Via rice that was grown with local water being put back into sake with local water once again, we produce beautifully blended sake

3) Japanese Sake with a Rich Deliciousness and Clean Finish by the Perfect Fermentation
High Alanine, Panose, Ornithine and Low Glucose
We carry out fermentation from sake-making that combines traditional brewing methods with data-based hand-crafted techniques, and succeed in creating "rich and dry" Japanese sake that is mellow with a clean finish This gently expanding transparent, refreshing sake matches nicely not only with Japanese cuisine but Italian and French as well Its versatility allows it to be enjoyed both cold and hot in a variety of scenarios.

Takanotsuyu Sakagura CO , LTD
133 Tayamae Inomata Shinden Haguro-town Tsuruoka-city, Yamagata 997-0162 JAPAN
www.takenotsuyu.com | www.facebook.com/takenotsuyu

Awards

Annual Japan Sake Award	Gold Medal total 12 times since 1996
Annual Tohoku Sake Award	Gold Medal total 24 times since 1984
U S National SAKE Appraisal	Gold Medal total 6 times since 2006
The Fine SAKE Awards JAPAN 2012	Grand Gold Medal

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Reasons for Prestige

KAMOTSURU
SAKE BREWING CO.,LTD

Kamotsuru Sake Brewing Company's history dates back to 1623, around the time when Japan had ended wartime and entered the Edo Period (1603-1868) The predecessor of Kamotsuru had produced sake widely loved by everyone over the centuries Let's explore the reasons why there has been a deep appreciation for this long lasting and esteemed sake brewery

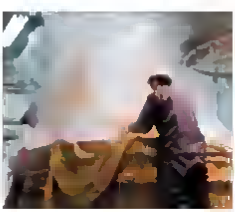
Optimal Environment for Sake Brewing

One good reason lies in its locality Kamotsuru Sake Brewing Company is located in the center of Hiroshima Prefecture in Saijo-cho Higashi-Hiroshima City, located on the Kamo Daichi (Kamo Plateau) at about 200 meters altitude. The area is the perfect setting to brew good sake clean and pure air rich subsoil water, and a surrounding area of rice production There is no better region to mature sake

The brewery mostly uses the sake rice harvested in the Chugoku Mountains at a high altitude (300-400 meters above sea level) situated in the northern part of Hiroshima Prefecture The region has soil ideal for growing rice as well as the perfect climate to produce rice as the seeds stored during a summer day can experience various temperatures

Brewing Features to Produce Refined Sake

In the Kamotsuru Sake Brewing Company brewers pass down the Hiroshima style brewing method, technique and spirit from veteran to younger staff The origin of the Hiroshima style brewing method dates back to 1898 when Senzaburo Miura established the inventive brewing method using soft water Mr Miura put importance on educating fellow brewers and organized a brewers union which became known as Hiroshima style brewers who were respected for their solid technique Hiroshima style brewing method is unique in the sense that they ferment rice slowly at a low temperature over time resulting in refined and round sake. Kamotsuru sake is a drink made with this style and by brewers who maintain the tradition



Quality Rice: From Growing to Brewing

Not only using locally grown sake rice, but the brewery also helped revive the once extinct sake rice Gohi-nishiki The rice grows really tall and has long ears which naturally allows it to fall down easily But there is a drawback. Fewer harvests from each ear For these reasons Gohi-nishiki became obsolete despite the fact that the rice is great for producing sake with a deep full-bodied flavor Kamotsuru was successful in bringing the rice back into use

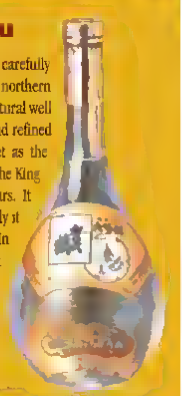
Also the brewery mills the rice in-house They have employed this in-house milling system since the 19th Century playing an important role in developing the taste of the sake.

Daiginjo Gold Kamotsuru

Gold Kamotsuru is a daiginjo class sake made from carefully selected sake rice grown in the high mountains in the northern region of Hiroshima Prefecture and is slowly brewed in natural well water during the cold season With an elegant aroma and refined and rich flavor since it was introduced to the market as the forefront of daiginjo sake In 1958, the sake has remained the King of the sakes that the brewery has produced for over 50 years. It is paired well with a wide variety of foods and particularly it is a perfect match with sushi and grilled oysters Carried in highly respected Japanese restaurants It is the sake that celebrated restaurants covet

Rice: Hattan, Omachi, Ko = nachi, etc.
Alcohol content: 16 17% Rice polishing rate: 50%
Sweet Dry

Brewed and bottled by KAMOTSURU SAKE BREWING CO. LTD



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KIKUSUI's New Challenge

The Untold Story about the Birth of the U.S. Limited Edition "KIKUSUI PERFECT SNOW"

"KIKUSUI PERFECT SNOW" is an unfiltered, undiluted Sake sold only in the U.S. produced by KIKUSUI SAKE, LTD., a long-established, family run brewery with over 130 years of history. We spoke with Mr. Daisuke Takazawa, 5th generation President of KIKUSUI, about his company's newest offering.

Why did you decide to sell KIKUSUI PERFECT SNOW only in the U.S.?

There are so many great Japanese Sakes from Japan available in New York, and many people are interested in learning how something so delicious could have been made from just rice. I think Japanese Sake has already established itself as having a sophisticated taste and aroma, and for being easy to drink. Based on this, I think Japanese Sake is entering a new stage. In order to grow further, it is necessary for more types of Sake to be introduced and for us to introduce the many different ways to enjoy Sake.

What type of Sake were you striving for?

Something unique. Our Junmai Ginjo Sake is already well-known in the U.S. So in contrast to something with such widespread popularity, we thought it would be good to create something more distinct. While there might be some people who dislike it, at the same time there will be many people who would fall for its unique qualities. This is what we set out to create, as an experiment to expand the world of Japanese Sake. This is something we have found to be challenging but worthwhile.

What are the particulars of KIKUSUI PERFECT SNOW?

Daisuke Takazawa has steered KIKUSUI SAKE CO., LTD. since 2001 as 5th generation president.

We put the most emphasis on its impact, creating it while imagining the faces of our customers as they try it for the first time. We imagined them taking one sip and saying "Wow!" in surprise, their faces revealing that they had encountered something completely new. We decided that a high alcohol proof would deliver a sudden punch of wildness. So we researched this over several years by making many changes to the alcoholic strength, and found that around 20% was the amount where the difference could be most clearly felt. The next aspect was creating a non-offensive sweetness. I think the important thing regarding sweetness is its quality. Its unique moderate sweetness comes from the Sake's acidity leaving it with a clean finish and a pleasant, lingering aftertaste. The final feature would be its creaminess. The smooth feeling on your tongue and the texture of the rice grains creates an interesting effect. Then we completed it with a clear finish.

What drinking style do you recommend?

My only recommendation is to have fun with it, try out a variety of drinking styles to see which you prefer. It is useful to have guidelines on how to drink Sake to enjoy it to its maximum. However, if these rules are too strict the idea of simply "enjoying" ones Sake will not spread. KIKUSUI PERFECT SNOW is a fun Sake where you can freely experiment with different ways of drinking. People should approach this playfully and drink it straight, on the rocks, mixed with juice or milk or even in a cocktail. I would like them to experience the enjoyment of finding their own favorite way of drinking this Sake.

What are you aiming for in New York?

Our corporate philosophy is "Contributing to a more affluent way of life through the pursuit of better Sake". Making Sake is the means, not the goal. Of course we will always strive to make premium Sake, but our aim is to create Sake that allows those who drink it to be relaxed. I'm happier when people tell me, "Drinking KIKUSUI Sake relaxes me," or "I'm having fun," rather than just simply, "It's delicious". I hope this is a Sake about which this can be said in New York, too.

菊水

Brewed and bottled by
KIKUSUI SAKE CO., LTD., Niigata, Japan
Product of Japan
www.kikusui-sake.com

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KYODO BEVERAGE CO., INC.
www.nymtc.com

焼酎

SHOCHU

AKA MAOH
Sweet Potato Shochu

Matured in an earthen pot for one year it is elegantly balanced The full aroma of baked sweet potato spreads nicely across the palate and its rich umami lingers to the finish Recommended with hot water

www.obisugi co jp

INOUE SHUZO CO , LTD

AKA ONI
Barley Shochu

A barley shochu with a clean and neutral essence leads to a sweet fragrance of star fruits and oranges that comes alive on the palate as you savor it This shochu is incredibly soft and smooth

www obisugi.co.jp

INOUE SYUZO CO , LTD

ARK JAKUUNBAKU
Barley Shochu

Masterfully crafted with a classic method using black koji this superb unfiltered barley shochu allows you to enjoy a fresh, yet profound flavor Great on its own and excellent with pungent dishes like BBQ

www oishiyoshida jp

NISHIYOSHIDA-SYUZOU CO , LTD.

GINZA NO SUZUME KOHAKU
Barley Shochu

Stored in bourbon barrels for three years producing a smoky aroma and mellow flavor Smooth and gentle it can be enjoyed by a wide audience, including whiskey lovers.

www yatsushika.com

YATSUSHIKA SAKE BBEWERY CO , LTD.

HAKUTAKE SHIRO
Rice Shochu

Brewed using premium rice and mineral rich water it is a vibrant rice based shochu with an elegant fruity fragrance Its delectable rice essence brings out the best flavor in any accompanying meal

www hakutake co jp

TAKAHASHI SHUZOH CO., LTD.

HEIHACHIRO
Sweet Potato Shochu

This authentic shochu is brewed using carefully selected Miyazaki Beni Kotobuki sweet potatoes and black malt it is exceptionally fragrant and characterized by a bold and persistent flavor

www kyo-ya com

KYOYA DISTILLER & BREWER CO , LTD.

KAN NO KO
Rarley Shochu

This barley based shochu, preserved for three years, has a great depth of flavor that is reminiscent of refined mild Scotch It has a golden color and rich, soft flavor with tropical fruit aromas

www.satsuma.co jp

SATSUMA SHUZO CO., LTD.

KAPPA NO SASOI-MIZU
Sweet Potato Shochu

Two strains of sweet potatoes are slowly brewed over a long period of time to achieve a soft, gentle quality with a subtle depth of flavor. It accompanies any types of cuisine marvelously.

www.kyo-ya.com

KYOYA DISTILLER & RREWER CO., LTD.

KAWABE
Rice Shochu

Made with the clear water of the Kawabe River awarded No. 1 in Japan's water quality rankings 6 years in a row, this rice shochu produces a clean, pure aroma and taste reminiscent of the River.

www.sengetsu.co.jp

SENGETSU SHUZO CO., LTD.

KINTARO
Barley Shochu

Made from roasted barley, it has a distinctive nutty aroma and flavor. Its fresh barley note is exquisite, making it a great accompaniment of yakitori and deep fried dishes.

www.nishiyoshida.jp

NISHIYOSHIDA-SYUZOU CO., LTD.

KUMEJIMA'S KUMESEN
Awamori

Made entirely from Thai rice. It is earthy on the palate with aromas of wheat, banana and liconce. The quintessential taste of traditional awamori and the essence of Okinawa are hidden in this bottle.

www.k-kumesou.co.jp

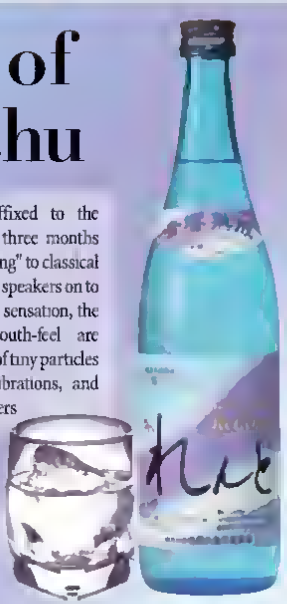
KUMEJIMA'S KUMESEN CO., LTD.

Taste the Difference of "Acoustic Aged" Shochu

"SLOW & RELAXED" BROWN SUGAR SHOCHU

LENTO

Acoustic equipment is affixed to the shochu storage tanks. For three months *Lento* matures while "listening" to classical music, which flows from the speakers on to the tanks. The rich, melting sensation, the mellow and smooth mouth-feel are realized through the fusion of tiny particles caused by the acoustic vibrations, and through the love of the brewers.



Women's favorite shochu
Healthy
No Sugar

The best way to drink it is *mizuwari*, one part shochu to one part cold water.

JFC INTERNATIONAL INC. Distributed by JFC International Inc. / Tel. 908-525-4400 Amami Oshima Kaiun Brewing Corp. / www.lento.co.jp

KURO GODAI
Imo Shochu

A sweet potato shochu from a century old brewery. Using fresh sweet potatoes, black koji and spring water from a sacred mountain, it is full flavored and profound with natural sweetness.

www.satsuma-godai co.jp

YAMAMOTO SHUZO CO., LTD

KURO ISANISHIKI
Imo Shochu

A shochu brewed traditionally using sweet potatoes and black koji. It's smooth and has a gorgeous wheat aroma that leads to a depth of flavors with the sweetness from black koji.

www.isanishiki.com

OKUCHI SHUZO CO., LTD

LENTO
Brown Sugar Shochu

Lento is aged by the "onkyo jukusei" (acoustic aging) method in a cellar with the sound of classical music for three months. The result is a round aroma and clean flavor which goes well with various cuisines.

www lento.co.jp

AMAMI OSHIMA KAIUN BREWING CORP

RYUKYU OHCHO
Awamori

Blended with awamori aged five years, it has a gorgeous aroma and crisp flavor. Great with meals, particularly yellowtail and salmon served sashimi style. Best cut with cold water or on the rocks.

taragawa com

TARAGAWA CO., LTD

Kappa Imo (sweet potato) "Shochu"
Light. Smooth. Zestful.

Enjoy "Kappa no Sasoi-mizu" at
15 East
15 E 15th St (between 15th and Fifth Ave) New York, NY 10003
Tel 212 647 0015

寿司との相性で選べば河童　15EASTの板長の吉野さんのお勧めはタイ　コハダ　タコ。
エレガントな芋焼酎だからこその相性です。

Distributed by JFC International Inc. 908 525.4400

TSUKUSHI KURO
Barley Shochu

A gradual earthiness from the barley aroma followed by a sweet and powerful flavor Nuttiness lingers in your mouth and arouses your appetite. Pairs well with strong flavored dishes like BBQ

www nishiyoshida jp

NISHIYOSHIDA-SYUZOU CO , LTD

TSUKUSHI SHIRO
Barley Shochu

Crisp and fruity nose while sipping and a hint of sweetness spreads in your mouth with a clean finish. This light tasting barley shochu goes great with subtle flavored dishes such as sashimi and sushi

www nishiyoshida jp

NISHIYOSHIDA-SYUZOU CO , LTD

NEW

www.sake-guide.com

A comprehensive list of Sake, Shochu and Japanese Beer

- 103 sake, shochu and beer featured in this issue of Chopsticks NY are listed
- Write reviews about your favorite sake, shochu and Japanese beer
- Search sake by keyword
- Browse a sake event listing

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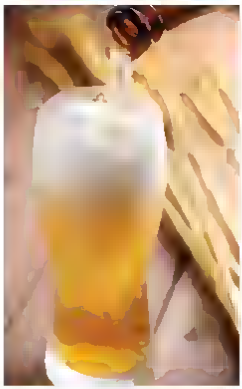
BEER CULTURE IN JAPAN

Beer is not a native drink to Japan, but today, the consumption of beer outnumbers that of sake and shochu. Beer is no doubt the most common starter drink, and there is even a phrase, "Toriaezu biru," meaning "Beer, first." Beer production in Japan started in the mid 19th century, which coincides with the time Japan abandoned national isolation and began introducing foreign culture avidly. As people began enjoying more multi-cultural cuisines and eating styles, beer gained popularity and Japanese people adjusted its flavor to their own palate.



Japanese people drink alcoholic beverages with meals, so food pairing is important. Clear and delicate on the palate, most of the domestic mass-produced Japanese beer is traditionally of the Pilsner type, whose features best fit Japanese taste buds and drinking culture. However, in 1994 when Japan's alcohol taxation law was reformed and became more lenient to smaller brewers, many macrobrewers started to brew a variety of craft beers. Thanks to that, Japanese can appreciate different types of domestic beers, flavor-wise from earthy to delicate and from bold to gorgeous.

One of the unique creations among Japanese craft beer is a sake yeast beer, which is brewed with the same yeast and koji used in brewing sake. Also, Japan has developed a culture and skills to make liquors from a variety of ingredients such as sweet potatoes and buckwheat. This can be applied to beer brewing, making beer flavors more diversified. The Japanese beer culture is now thriving more than ever, and will be further evolving.

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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

The beautiful curve of these glasses is specially designed for appreciating the flavor of sake. Traditional kiriko pattern is carved into each glass. Clockwise from top: nanako (fish eggs), kikutsunagi (chains of chrysanthemum) and kiku (chrysanthemum).

Free from conventional styles, modern kiriko glasses are more original and creative. These glasses crafted by Kamata Kiriko use elegant curved lines which are not usually seen in conventional kiriko glass patterns.

Black is not the traditional kiriko color, but this on-the-rock glass made by Yachiyo Glass, highlights the deep black and gold leaf to produce a chic style.

Vol. 26 - MONO of the month

Kiriko Glass

They say that Japanese cuisine is meant to please the tongue as well as the eye. Total coordination and balance is what is important to the Japanese sensibility, and tableware plays a large role in the total presentation recognized in Japanese cuisine. Japan is a culture rich with many styles of pottery and glass making that caters to every season and occasion. Saving a special piece for a particular event or for important company, and even a bottle could spice up the atmosphere by adding a personal touch. Kiriko glass, or Japanese style cut glass, is a must have for any sake lover who wants to take their sake experience to another level.

Kiriko glass is largely divided into two different styles, the Satsuma Kiriko, and the Edo Kiriko. Although they both came about in the Edo period (early-mid 1800s), they have very different origins. The Satsuma Kiriko was developed in Kagoshima prefecture by the Han estate under the careful control of the estates 11th ruler, Nariakira Shimazu. The Han estate saw glass making as industrialization and business for their clan, and with considerable research and innovation, the Han estate developed the craft into an important art form. The glass color tends to be vivid and each piece of colored cut glass is thick to create a semi-translucent, graduated look that is its trademark. When the Han ruler suddenly died, however, most of the glass factories folded. Although it started back up in the 1970s, Satsuma Kiriko from its heyday remains rare and extremely expensive.

On the other hand, Edo Kiriko was not supported and protected by the local government, but instead, it's believed a glass seller Kyubei Kagaya popularized it in Edo, now Tokyo, during the end of the Edo Period. While the Satsuma Kiriko featured bright colors, the Edo Kiriko style traditionally featured translucent, clear glass although gradually Edo style also started incorporating colors. During the Japanese Industrial revolution in the late 19th Century, the Japanese government decided to invite foreign craftsmen to trade skills, and master glassmaker Emanuel Hauptman from England was brought over. Although the Edo Kiriko continued to develop, the basic style was largely established then.

The beauty of kiriko glass is in the intricate patterns in which the glass is put together. When clear liquid such as sake is poured in it, light reflects on the glass creating sparkles like an elegant jewel. Traditional patterns used in the design include nanako (fish egg), hemp leaf, chrysanthemum, checkered pattern, woven bamboo, floral and a combination of these patterns.

Today, now that technology is better, machines are able to produce more complex patterns with ease, but nothing compares to the touch of a real craftsman. While patterns were traditionally made with straight lines, the modern versions are using curved lines to create organic, elaborate shapes and patterns. Also, the elegance of kiriko can combine with another Japanese tradition, urushi lacquer works, for example. This is made by covering a glass with urushi lacquer first, before the glass is cut with the pattern. Traditional kiriko glass now takes an unexpected turn beyond the boundaries and grows into a more unique work of art.

Photo 1 and 2 courtesy of Forest Corp
www.glassforest.co.jp (Japanese)
www.kamatakiriko.com (English)

Photo 3 courtesy of Konn. www.konn.com

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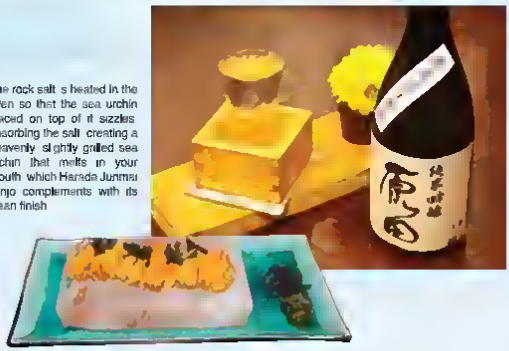
FLEXIBILITY GIVES BIRTH TO CREATIVITY

Aburiya Kinnosuke is known for serving some of the most eclectic Japanese foods in NYC. They specialize in Izakaya style cuisine that primarily focuses on fish. Almost 80% of their menu consists of fish dishes but where they differ from many other Japanese restaurants in the city is in their innovative ways of using local fish to create their unique and original take on Japanese tradition that tends to draw more adventurous eaters to their place. In fact, "If we get anything rare or different, Executive Chef, Jiro Iida is the first person to jump on it and find ways to work with it," says sales manager Tomoya Yoshida from True World Foods, the distributor Aburiya Kinnosuke works with very closely. "I want my customers to appreciate these amazing, rare ingredients that aren't used everyday," explains Chef Iida.

Over the last several years, Aburiya Kinnosuke has had to make many adjustments, and True World Foods has been with them every step of the way. The most recent change came to the restaurant when disaster hit Japan last year on March 11th eliminating import and questioning safety of some seafood varieties, so the restaurant changed course. Instead of importing fish from Tsukiji, the largest fish market in the world that is relied upon by restaurants worldwide, they decided to go with more local fish, like sea urchin from Maine, and skate from the Long Island Sound. But no matter where the fish is from, the distributor remains True World Foods. "We value our communication with our salesman very much. And these guys know everything there is to know about fish, so you can't go wrong," says chef Iida.

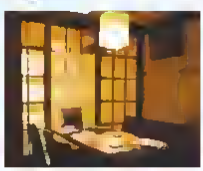
Adjustments were something they had to get used to very quickly. When the restaurant first opened, its signature food was items requiring use of the table-top binchotan (a small grill) , as did their original location in Tokyo, until NY safety regulations interfered. But that didn't stop the restaurant from creating amazing dishes. If anything, their quest for searching for innovative ways to express the Japanese spirit through food had intensified, resulting in dishes like *Grilled Sea Urchin on Himalayan Rock Salt*, as well as *Simmered Skate Wings*. "Just when the grill was banned from the restaurant, we came across these beautiful large slabs of rock salt, so I told Chef Iida about it, and Voila, here's what he came up with," Mr. Yoshida explains.

Being an Izakaya, Aburiya Kinnosuke is home to over 100 sakes and 11 types of shochu. Although they have all the standards, their interesting choice of ingredients calls for interesting sakes, and they are always equipped to provide the most interesting combination, for example, pairing the grilled sea urchin with Harada, a Ginjo from Yamaguchi prefecture. "This is an unfiltered, unpasteurized sake that tends to be on the heavy side" head sake advisor, Mr. Yuta Kobayashi explains. "These are pairings of what's in season. Just as the ingredients, we chose sake that is also in season". And since nothing has dragged down the establishment so far, we can safely say they will continue to surprise NYC with their originality with help from their loyal friends at True World Foods.



The rock salt is heated in the oven so that the sea urchin placed on top of it sizzles, absorbing the salt, creating a heavenly slightly grilled sea urchin that melts in your mouth which Harada Junmai Ginjo complements with its clean finish.

The skate wing simmered in soy sake and sugar pairs nicely with Wetaribune, a junmai ginjo that is also an unfiltered and unpasteurized seasonal sake. The heavier sake stands up to the sweetness of the skate.



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True World Foods is the premier wholesaler and distributor of a full line of fresh and frozen seafood and specialty grocery items in North America. True World Foods brings quality seafood to the U.S. market directly from Tsukiji fish market.

Grocery & Sake Guide

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2935 Broadway (bet. 114th & 115th St.) — 212-280-4600 — Japanese

Dainobu*
128 E. 47th St. (bet. 3rd & Lexington Ave.) — 212-755-7390 — Japanese

Katagiri & Co.,Inc*
224 E. 59th St. (bet. 2nd & 3rd Ave.) — 212-755-3566 — Japanese

Sanrise Mart Midtown*
12 E. 41st St. (bet. 5th & Madison Ave.) — 646-380-6280 — Japanese

TOMIYA*
238 E. 53rd St. (bet. 2nd & 3rd Ave.) — 212-516-7311 — Japanese

Yagura
24 E. 41st St. (bet. Madison & 5th Ave.) — 212-679-3777 — Japanese

H Mart Han Ah Reum
25 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-695-3283 — Korean

Woorijip
12 W. 32nd St. (bet. 5th Ave. & Broadway) — 212-244-1115 — Korean

Japan Premium Beef
57 Great Jones St. (bet. Bowery & Lafayette) — 212-260-2333 — Other

M2M E. Village*
95 3rd Ave. (bet. 10th & 11th St.) — 212-353-2698 — Japanese

Sanrise Mart Astor Pl*
4 Stuyvesant St. 2 Fl. (bet. 9th St. & 3rd Ave.) — 212-598-3940 — Japanese

Tokyo Mart*
91 Mulberry St. (bet. Bayard & Canal St.) — 212-962-6822 — Japanese

Pearl River Mart*
477 Broadway 2 Fl. (bet. Grand & Broome St.) — 212-431-0002 — Chinese

Sanrise Mart SoHo*
494 Broome St. (Wooster St. & W. Broadway) — 212-219-0033 — Japanese

Midoriya*
167 N 9th St. Brooklyn NY 11211 — 718-599-4690 — Japanese

Family Market*
29-15 Broadway Astoria NY 11106 — 718-956-7925 — Japanese

H & Y Marketplace
150-51 Northern Blvd. Flushing, NY 11354 — 718-461-1811 — Korean

H Mart Northern 156
156-40 Northern Blvd. Flushing, NY 11354 — 718-854-0006 — Korean

H Mart Northern Blvd.
141-40 Northern Blvd. Flushing, NY 11354 — 718-358-0700 — Korean

H Mart Union
29-02 Union St. Flushing, NY 11354 — 718-445-5656 — Korean

H Mart Williston Park*
400 Hillside Ave. Williston Park, NY 11596 — 516-739-0270 — Korean

H Mart Woodside
56-16 Woodside Ave. Flushing, NY 11377 — 718-446-0759 — Korean

Sakura-ya
73-05 Austin St. Forest Hills, NY 11375 — 718-268-7220 — Japanese

H Mart Great Neck*
495 Great Neck Rd. Great Neck, NY 11021 — 516-482-3113 — Korean

Nam Japanese Foods*
163A Main St. Port Washington, NY 11050 — 516-883-1896 — Japanese

Shin Nippon On*
63 Meineke Ave. Roslyn Heights, NY 11577 — 516-625-1814 — Japanese

DAIDO
522 Mamaroneck Ave. White Plains, NY 10605 — 914-428-6735 — Japanese

Fuji Mart Scarsdale*
818 White Plains Rd. Scarsdale, NY 10583 — 914-472-1468 — Japanese

H & Y Marketplace
479 Plainview Rd. Hicksville, NY 11801 — 516-935-4041 — Korean

H Mart Hartsdale*
371 North Central Ave. Hartsdale, NY 10530 — 914-448-6988 — Korean

Kam Sen Foods*
22 Barker Ave. White Plains, NY 10601 — 914-428-4500 — Korean

NIJIYA Market*
16 N. Central Ave. Hartsdale, NY 10530 — 914-840-2178 — Japanese

Oishinbo*
283 Halstead Ave. Harrison, NY 10528 — 914-835-4390 — Japanese

Asian Market*
91 Colvin Ave. Albany, NY 12203 — 518-458-8196 — Chinese

H & Y Marketplace
1 Remsen Pl. Ridgefield, NJ 07657 — 201-943-7400 — Korean

H & Y Marketplace
433 S. Washington Ave. Bergenfield, NJ 07621 — 201-384-8288 — Korean

H Mart Cherry Hill
1720 Marlton Pike E. Cherry Hill, NJ 08003 — 856-499-4511 — Korean

H Mart Englewood
25 Lafayette Ave. Englewood, NJ 07631 — 201-871-8822 — Korean

H Mart Little Ferry
260 Bergen Tpke. Little Ferry, NJ 07643 — 201-814-0400 — Korean

H Mart Ridgefield
321 Broad Ave. Ridgefield, NJ 07657 — 201-943-9600 — Korean

J MART
44 Chestnut St. Ridgewood, NJ 07450 — 201-857-5738 — Japanese

Mitsuwa Marketplace*
595 River Rd. Edgewater, NJ 07020 — 201-941-9113 — Japanese

Ridgewood Fisheries
30 Prospect St. Ridgewood, NJ 07450 — 201-670-0662 — Japanese

Fuji Mart Connecticut*
1212 Putnam Ave. Old Greenwich, CT 06878 — 203-698-2107 — Japanese

Million Asian Market
15 Orange St. New Haven, CT 06510 — 203-782-1234 — Other

Maido*
30 N. Narberth Ave. Narberth, PA 19072 — 610-747-0557 — Japanese

Tokyo Japanese Store
5855 Ellsworth Ave. Pittsburgh, PA 15232 — 412-661-8777 — Japanese

SAKE

Gotham Wines & Liquors*
2517 Broadway (bet. 93rd & 94th St.) — 212-532-0990 — Sake/Shochu

Nancy Wine's
313 Columbus Ave. (bet. 74th & 75th St.) — 212-877-4040 — Sake/Shochu

Garnet Wine & Liquors*
923 Lexington Ave. (at 68th St.) — 212 772-3211 — Sake/Shochu

Mister Wright*
1583 3rd Ave. (bet. 89th & 90th St.) — 212 722-4584 — Sake/Shochu

Ambassador Wine & Spirits*
1020 2nd Ave. (at 56th St.) — 212-421-5078 — Sake/Shochu

Beckmen Liquors
500 Lexington Ave. (bet. 47th & 48th St.) — 212-759-5557 — Sake

Landmark Wine*
167 W. 23rd St. (bet. 6th & 7th Ave.) — 212 242-2323 — Sake/Shochu

MJK Liquor
161 3rd Ave. (bet. 15th &16th St.) — 212-475-5168 — Sake/Shochu

Union Square Wine & Spirits*
140 4th Ave. (at 13th St.) — 212-675-8100 — Sake/Shochu

LE DU WINES
600 Washington St. (at Leroy St.) — 212 924-4999 — Sake

Astor Wines & Spirits
399 Lafayette St. (at 4th St.) — 212-674-7500 — Sake/Shochu

SAKAYA*
324 E. 9th St. (bet. 1st & 2nd Ave.) — 212-505-7263 — Sake/Shochu

Warehouse Wines
735 Broadway (bet. Waverly St. & Astor Pl.) — 212 982-9770 — Sake/Shochu

East Village Wine
123 Stanton St. (bet. Attorney & Clinton St.) — 212-358-7700 — Sake

New York Wine Exchange
9 Broadway (bet. Battery Pl. & Morris St.) — 212-422-2222 — Sake/Shochu

September Wines & Spirits
100 Stanton St. (at Ludlow St.) — 212-388-0770 — Sake

Granyette Wine*
161 Grand St. (bet. Crosby & Lafayette St.) — 212-925-1236 — Sake/Shochu

Smith and Vine
256 5th St. (bet. Sackett & Degraw St.) — 718-243-2464 — Sake

Allendale Wine & Liquors
101 W. Allendale Ave. Allendale, NJ 07401 — 201-327-7665 — Sake/Shochu

Delrite Saper Market
420 Washington St. Hoboken, NJ 07030 — 201-420-7500 — Sake/Shochu

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56-30 46th St. Maspeth, NY 11378 — 718-726-6966 — Food

Deiei Trading Co., Inc.*
14-50 126th St. College Point, NY 11356 — 718-539-8100 — Food/Sake

Paleawong Trading
62-04 34th Ave. Woodside, NY 11377 — 718-507-6520 — Sake

JFC International Inc.*
55 Wildcat Way Lawrenceville, NJ 07038 — 908-525-4400 — Food/Sake

Nishimoto Trading Co., Ltd.*
602 Washington Ave. Carlstadt, NJ 07072 — 201-804-1600 — Food/Sake

NY Mutual Trading Co., Ltd.*
25 Knickerbocker Rd. Moonachie, NJ 07074 — 201-933-9565 — Food/Sake

Wine of Japan Import, Inc.
235 West Parkway Pompton Plains, NJ 07444 — 973-835-4585 — Sake

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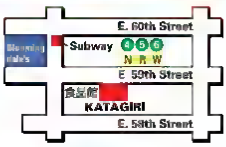

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TOMATO TARE SAUCE

Ingredients
- ☐ 1 plum tomato ☐ 1/4 onion (chopped)
- ☐ 50 ml Kikkoman Soy Sauce
- ☐ 2 tbsp Kikkoman Rice Vinegar
- ☐ 1 tbsp sugar ☐ 2 tbsp olive oil

Steps
1. Cut the tomato into 1/2 inch squares.
2. Place the tomato and the rest of the ingredients in a container. Mix until the sugar dissolves.

*Using a clean, airtight container, save the tare sauce in a refrigerator and eat within 2-3 days.

SWORDFISH & SPINACH SAUTE

Ingredients (serves 2 people)
- ☐ 2 slices (1/4 lb each) swordfish fillet
- ☐ 1 dash salt
- ☐ 1 dash pepper
- ☐ 1/2 lb each spinach
- ☐ 2 tbsp vegetable oil
- ☐ Tomato Tare Sauce as needed

Steps
1. Chop the spinach into 2 inch long strips.
2. Heat 1 tablespoon of vegetable oil in a frying pan, saute the spinach. Once cooked, spread the spinach onto a plate. Wipe frying pan by paper towel.
3. Rub the swordfish with salt and pepper.
4. Add 1 tablespoon of vegetable oil to the same frying pan and saute the fish on both sides.
5. Place the swordfish on top of the spinach, and dress with the Tomato Tare Sauce.

Let's Eat the Season ~Mushrooms~

The harvest season has arrived. We'll find many new offerings in the market, and naturally our tables will become richer with exciting autumn flavors. Earthy, nutty, and hearty, mushrooms are the ideal ingredients for giving an autumn feeling to a meal. Some are aromatic and some are flavorful—each mushroom variety has its unique features—and it's best to mix several varieties for more complex and interesting tastes. This month, Misako-sensei introduces a refreshing appetizer using Japanese mushrooms. There are a couple of Japanese mushrooms available in the U.S. (such as shiitake, shimeji, maitake, and enoki), so you can enjoy this taste of Japan without a hassle.

Assorted Mushrooms with Grated Daikon Radish

[INGREDIENTS] (3-4 servings)

- ❒ 3 cups of your favorite mushrooms (enoki, shimeji, maitake, shiitake, oyster, etc.)
- ❒ 1 Persian cucumber
- ❒ 1 tbsp grated ginger
- ❒ 1 1/2 cup grated and drained daikon radish
- ❒ Chopped scallion as garnish
- ❒ Ponzu to season

[DIRECTIONS]

1. Boil 6 cups of water in pot.
2. Put all mushrooms in pot and boil for 2 minutes.
3. Drain mushrooms in strainer and let them cool.
4. Thinly slice cucumber and massage with pinch of salt. Let sit for 5 minutes and squeeze out excess liquid
5. Mix cucumber, grated daikon radish, and mushrooms and serve in bowl or on plate.
6. Garnish with grated ginger and scallions.
7. Pour some ponzu over dish before serving

Pick-up Ingredient: Ponzu

Made with soy sauce, dashi broth, and citrus juice, ponzu is one of the staple Japanese seasonings. Although its texture is thin, the soy sauce and dashi broth give ponzu abundant umami, and its citrus flavor helps to clear your palate while adding kick to a dish. Different kinds of citrus fruits—mikan (Mandarin orange), yuzu, sudachi, kabosu, lime, and many more—are used to produce unique flavors of ponzu. It makes a wonderful dipping sauce and dressing and goes very well with everything from salads and simmered, sautéed, and deep-fried dishes to spicy ethnic foods.

TIPS This appetizer is very simple, but it goes very well with sake. Pair this dish with your favorite sake and enjoy the long and cool autumn night! For a little kick, you can sprinkle shichimi [Japanese hot pepper] on top. Enjoy!

MISAKO SASSA

Japanese cooking instructor/food consultant

Misako teaches authentic Japanese cooking, focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients.

Website: Japaneseculinaryacademy.com

Cooking video: nyl.page.com

Japanese Restaurant Review

Sushi Yasaka
•
Kyushu Sushi
•
Samurai Boy

Asian Restaurant Review

Lychee House

Listings

Japanese Restaurant
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Asian Restaurant

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TEL: 212-496-8460 / www.sushiyasaka.com
Mon-Sat: 12 pm-11 pm Sun: 12 pm-10 pm

Opened one year ago in the convenient Upper West Side neighborhood, just a block from the 72nd St./Broadway station, Sushi Yasaka has been serving a variety of Japanese dishes ranging from sushi, noodles and tempura to creative fare for local customers at a reasonable price. Especially their extensive tempura menu cannot be found in any other Japanese restaurant in New York. Executive Chef, Mr. Mitch N. Shinohara is particular about using fresh and local ingredients; he not only goes to the fish market three times a week to carefully select seasonal fish but he also uses fresh locally grown vegetables. This autumn he will offer a couple of new dishes featuring seasonal ingredients. *Ebi-shinjo and Vegetable Sandwich Tempura* introduces you to the exquisite harmony of fresh ebi (shrimp) and seasonal vegetables. If you are interested in something trendy, *Salad with Shio-koji Flavored Washu Beef Tongue Salad* (photo above) is the one for you. Currently shio-koji (salted koji) seasoning is the all craze in Japan. If you are looking for a casual meal, you should try *Kansai Udon* featuring lightly flavored bonito broth. No matter what you crave, you can always enjoy fresh dishes featuring seasonal delicacies at Sushi Yasaka.

▲ With elaborate presentation, each piece of sushi on the *Autumn Mini Omakase* plate is either neatly coated with "nikiri" sauce or sits on the plate topped with a pinch of condiment.

▶ *Ebi shinjo* or shrimp paté is stuffed between autumn vegetables tempura style. Comes with three flavorful salts (yuzu, wasabi and maccha) to sprinkle on the tempura.

3 Best Sellers

• **Yasaka's Chef Recommended "Omakase"**	$45
• **Tempura Appetizer**	$9.50
• **Grilled Shrimp Avocado Salad**	$13.50

Kyushu Sushi

209 Paterson Ave | Wallington, NJ 07057
TEL. 973-773-7100 / www.kyushusushi.com
Tue-Thu 11:30 am-3 pm, 5-10 pm, Fri. 11:30 am-3 pm 5-11pm Sat. 2:30-11pm Sun. 2:30pm-10pm
*Bar open until 1 am on Fri & Sat

Chef Jason Chen has taken the abundant creativity that brought him success at his seven-year old Jersey City restaurant Honshu and developed an outpost in Wallington, New Jersey Kyushu Sushi is an unrestrained Japanese restaurant and lounge that incorporates hot world trends Revelers start with in-demand *Strawberry Mojito* and *Lychee Martini* cocktails Tapas-style dishes like the crispy cone shaped *Spicy Tuna Tartare* with bruleed dipping sauce provide a colorful feast for the eyes Serrano peppers bring a refreshing kick to succulent slivers of yellowtail tuna enhanced by a miso yuzu dressing in the *Yellowtail Serrano* Hearty entrees like the *Miso Chilean Seabass, Salmon Teriyaki* and *Samurai Rib Eye Steak* add some weight to the menu But of course, here sushi is the star *Omakase* the trendy market driven, chef conducted dining experience rocking restaurants in Manhattan can be enjoyed here for a mere fifty-bucks Diners dying to drive their own meals will delight in the inventive specialty rolls *The Forbidden* captures the imagination with black rice and salmon Others like the chef's favorite *White Pearl* made with spicy tuna and avocado, receive a delightful European twist with the addition of unconventional ingredients like balsamic vinegar For the true Kyushu experience the texture packed, tuna wrapped *Tuna Dumpling* can't be missed

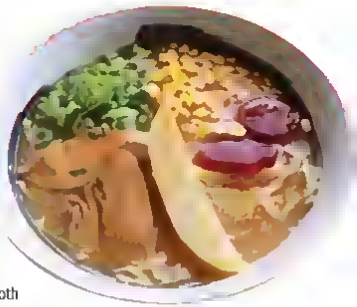
Tuna Dumplings are the Chef's special creation. After pounding tuna thin, he hides creamy avocado inside. Small mounds of tobiko provide textural contrast while a spicy wasabi sauce rounds out the experience

Grilled to perfection, the crisped outer layer of fish gives way to a flaky buttery flesh balanced by the addition of an umami packed miso sauce in the *Miso Chilean Sea Bass*

3 Best Sellers		
	• **Spicy Tuna Tartar**	$7
	• **Tuna Steak**	$22
	• **Forbidden Roll**	$14

Samurai Boy

85-32 Grand Ave | Elmhurst, NY 11373
TEL. 718-457-2222
Mon-Sun 11:30 am-10 pm *Cash only



The company behind popular NYC noodle spots Terakawa Ramen and Naruto has expanded into the outer boroughs with its latest restaurant, Samurai Boy It opened in Elmhurst this June and business has been bustling ever since The style of this new ramen shop is chicken "paitan" broth After cooking for 8 hours on high heat, bones and meat from four types of chicken release fat and collagen into the broth, and it's perfected to a rich and milky texture full of umami Samurai Boy offers four types of ramen (shoyu, miso curry and tan-tan), all made with the broth Their moderately thick, wavy noodles are also uniquely made with tapioca, which gives them an elasticity not found elsewhere. Despite being a ramen specialty shop, Samurai Boy also has a host of other dishes like gyoza, salads and sushi rolls, all taken from the menu of their affiliated restaurant, Teriyaki Boy Supervisor, Shigeru Nishida's philosophy is to give customers generous portions at reasonable prices He highlights some of Samurai Boy's specials such as $7 Lunch Special that includes chicken teriyaki miso soup or salad and one side dish from gyoza, shumai or a California roll Samurai Boy's prices and taste cannot be beat!

Don't forget to order *Homemade Gyoza Dumplings* ramen's sidekick. Pork stuffing is wrapped with super thin skin and pan-fried to perfect crispness.

Samurai's medium thick noodles have a unique texture and you can choose from 4 levels of firmness Ground pork in spicy miso adds heat to this *Tan-Tan Ramen*.

3 Best Sellers		
	• **Tan-Tan Ramen**	$8.50
	• **Cha-shu Roll**	$5.25
	• **Homemade Gyoza**	$4.50

Japanese Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

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Bar Masa $69
Time Warner Ctr 10 Columbus Cir
212-823-9800

Bar Japanese Restaurant $20
201st Broadway (at 65th St.)
212-877-5295

Bon $30
370 Columbus Ave. (bet. 77th & 78th St.)
212-362-4816

Haru $35
433 Amsterdam Ave (bet. 80th & 81st St.)
212-579-5655

Ichiro Restaurant $20
53 W. 106th St. (bet. Manhattan & Columbus Ave.)
212-865-4688

Jin Ramen* $15
3183 Broadway (at 125th St.)
646-559-2951

Kitaro $20
510 Amsterdam Ave (bet. 84th & 85th St.)
212-787-9804

Kouzou $25
685 Amsterdam Ave (at 93rd St.)
212-280-8095

Kumo Sushi
165 W. 72nd St. (Columbus & Amsterdam Ave.)
212-580-6228 $30

Muma Sushi $25
237 Dyckman St. (Broadway & Seaman Ave.)
212-544-0003

Manu Organic Cafe $20
648 Amsterdam Ave. (bet. 91st & 92nd St.)
212 787-1110

Masa $400
Time Warner Ctr 4PI Columbus Cir
212-823-9800

Matsu $20
483 Columbus Ave. (bet. 83rd & 84th St.)
212-799-7322

Momoya Amsterdam $42
427 Amsterdam Ave (bet. 80th & 81st St.)
212-580-0007

Next Door $25
813 W. 187th St. (Pinehurst & Fort Washington)
212-543-2111

Oza $25
566 Amsterdam Ave (bet. 87th & 88th St.)
212-787-9310

Planet Sushi* $25
360 Amsterdam Ave (at 78th St.)
212 712 2152

Raku* $20

Located in a beautiful brownstone neighborhood Raku offers the best sushi deals around without compromising on the freshest ingredients. In addition to sushi and sashimi try the highly recommended appetizers and entrees
57 W. 76th St. (at Columbus Ave.)
212-873-1220

Saga Grill $25
1268 Amsterdam Ave (bet. 122nd & 123rd St)
212-666-2936

Saji's $15
258 W. 109th St. (Broadway & Amsterdam Ave.)
212 740-1134

Sumo Sushi $25
304 Amsterdam Ave (bet. 107th & 109th St.)
212 280-5858

Suo-Chun* $25
2707 Broadway (bet. 103rd & 104th St.)
212-749-5008

Sushi A-Go-Go $25
1500 Broadway (bet. 63rd & 64th St.)
212-724-7340

Sushi Huuu $35
466 Amsterdam Ave (bet. 82nd & 83rd St.)
212-874-1078

Sushi Yasaku* $30
251 W. 72nd St. (Broadway & West End Ave.)
212-496-8490

Sushi Yu 2 $10
827 W. 181st St. (bet. Pinehurst & Cabrini)
212 781-6633

Tamayu $14
4030 Broadway (bet. 160th & 170th St.)
212-568-0036

Tuuzau $32
295 Columbus Ave. (bet. 73rd & 74th St.)
212-580-7300

Viuu Sushi & Suku $20
2953-55 Broadway (bet. 115th & 116th St.)
212 222 3568

Upper East

Aki Sushi $25
1425 York Ave. (bet. 75th & 76th St.)
212-628-0985

Duugun $60
309 E. 83rd St. (bet. 1st & 2nd Ave.)
212 737-5858

East Japaaasu* $22
354 E. 66th St. (bet. 1st & 2nd Ave.)
212 734-6270

Fuji Yuma $30
1466 1st Ave. (bet. 75th & 77th St.)
212 249-2722

Ginza $20
800 Lexington Ave. (at 62nd St.)
212-888-7488

Huru $30
1329 3rd Ave. (at 78th St.)
212-452-4022

Huru Suku Bar $30
1327 3rd Ave. (at 78th St.)
212-452-2230

Ichiro $30
1694 2nd Ave. (bet. 87th & 88th St.)
212 369-6300

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45th St
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Upper East **Ikeuuhuua**
1016 Lexington Ave (bet 72nd & 73rd St.) **$30**
212-737-6639

Upper East **IRON Sushi***
365 E 78th St (bet 1st & 2nd Ave.) **$25**
212-772-7930

Upper East **Isohuma**
1666 3rd Ave (bet 93rd & 94th St.) **$30**
212-828-0099

Upper East **Iwasuki Sushi**
1103 1st Ave (bet 60th & 61st St.) **$25**
212-909-8828

Upper East **Ko Sushi (2nd Ave.)**
1328 2nd Ave (at 70th St.) **$31**
212-433-1678

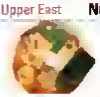
Upper East **Ku Sushi (York Ave.)**
1610 York Ave. (bet. 85th & 86th St.) **$31**
212-772-8838

Upper East **Kuito Sushi***
310 E 53rd St. (bet 1st & 2nd Ave.) **$30**
212-421-1216

Upper East **Kyoto Sushi**
1240 Lexington Ave (bet 83rd & 84th St.) **$30**
212-288-5024

Upper East **Matsu**
411 E 70th St. (bet York & 1st Ave.) **$30**
212-744-5454

Upper East **Nuruto Ramen***



There's gnature NARUTO RAMEN is a soy broth based noodle soup topped with bo le eggs, various vegetables and thick slices of tender pork. Miso and curry flavored broth also ava lable. Enjoy any ramen for $7.00 on Mondays and GYOZA for $2.50 on Wednesdays.

1596 3rd Ave (bet. 89th & 90th St.) **$10** L D
212-289-7903

Upper East **Ouki Sushi**
1575 3rd Ave (bet. 88th & 89th St.) **$35**
212-828-3388

Upper East **Puku**
343 E 85th St (bet 1st & 2nd Ave.) **$30**
212-249-0553

Upper East **Susuhuru**
401 E 73rd St. (bet. 1st & York Ave.) **$40**
212-249-8583

Upper East **Shuhu-Shubu 70***
314 E 70th St. (bet 1st & 2nd Ave.) **$25**
212-861 5635

Upper East **Sushi Huuu**
1501 E 2nd Ave (at 76th St.) **$25**
212-327-0582

Upper East **Sushi of Gui**
402 E 78th St. (bet 1st & York Ave.) **$80**
212-517-5340

Upper East **Sushi Suki***
1143 1st Ave (bet 62nd & 63rd St.) **$57**
212-371-0238

Upper East **Sushi Suki**
1577 York Ave (bet 83rd & 84th St.) **$20**
212-243-3766

Upper East **Tatami 72**
1400 2nd Ave (bet 72nd & 73rd St.) **$20**
212-472-1700

Upper East **Tenzan**
988 2nd Ave. (bet. 52nd & 53rd St.) **$35**
212-980-5900

Upper East **Teriyaki Buy***
1640 3rd Ave (bet 91st & 92nd St.) **$7**
212-987 7150

Upper East **Tukubei 86***
314 E. 86th St. (bet 1st & 2nd Ave.) **$25**
212-628-5384

Upper East **TORI SHIN**
1133 1st Ave (bet 64th & 65th St.) **$70**
212-988-9400

Upper East **Totoyu**
1144 1st Ave (at 63rd St.) **$25**
212-753-0422

Upper East **Wuuma**
134 E 61st St (bet Lexington & Park Ave.) **$30**
212-813-9095

Upper East **Wusuhi Lobby**
1584 2nd Ave (at 82nd St.) **$30**
212-988-8882

Upper East **YUKA***
1557 2nd Ave (bet 80th & 81st St.) **$25**
212-772-0675

Upper East **Yuko**
1531 York Ave (at 81st St.) **$25**
212-988-5900

Midtown West

Midtown West **Ai's Sushi**
374 W 49th St (at 9th Ave.) **$15**
212-265-5898

Midtown West **Aki Sushi**
356 W 52nd St. (bet 8th & 9th Ave.) **$30**
212-262 2686

Midtown West **Aoki**
234 W 49th St (bet Broadway & 8th Ave.) **$30**
212-956-2356

Midtown West **Bumbou 52**
344 W 52nd St (bet 8th & 9th Ave.) **$12**
212-315-2777

Midtown West **Benihuna**
47 W 56th St (bet 5th & 6th Ave.) **$30**
212-581-0530

Midtown West **Bento Sushi***

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212-394-1405

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253 W 55th St (bet Broadway & 8th Ave.) **$20**
212-581 2240

Midtown West **Gu Sushi**
756 9th Ave (at 51st St.) **$20**
212-459-2288

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212-398-5610

Midtown West **Inakeya**
231 W 40th St (bet 7th & 8th Ave.) **$45**
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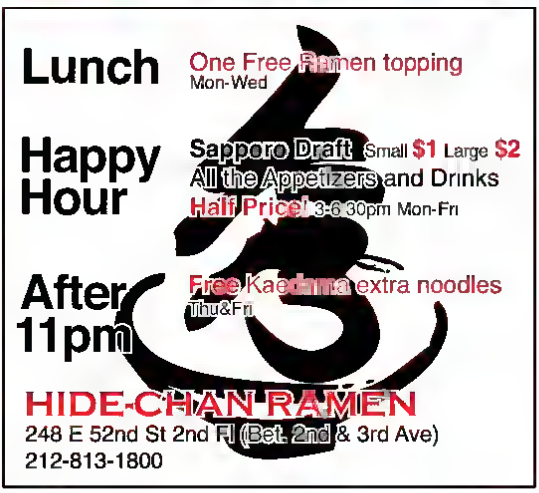

Midtown West **Ise 56**
56 W 56th St (bet 5th & 6th Ave) $25
212-707-6702

Midtown West **Ishihumu**
313 5th Ave (at 32nd St) $30
212-696-0202

Midtown West **Izukaya IRDHA**
152 W 49th St (bet 6th & 7th Ave) $30
212-869-3049

Midtown West **KATSUHAMA55**
43-45 W 55th St (bet 5th & 6th Ave) $18
212-541-7145

Midtown West **Kudamu 45**
301 W 45th St (at 8th Ave) $25
212-582-8085

Midtown West **Kui**
40 W 40th St (bet 5th & 6th Ave) $60
212-821-3300

Midtown West **Kyotofu**
705 5th Ave (bet 53th & 49th St) $25
212-674-6012

Midtown West **Menkui-Tei**
80 W 56th St (bet 5th & 6th Ave) $20
212-957-1642

Midtown West **Monster Sushi***
22 W 48th St (bet 5th & 6th Ave) $30
212-869-7707

Midtown West **Natsumi**
226 W 50th St (bet Broadway & 8th Ave) $40
212 258-2388

Midtown West **NOBU 57**
40 W 57th St (bet 5th & 6th Ave) $100
212 757 3000

Midtown West **Ochu***
350 W 49th St (bet 8th & 9th Ave) $25
212-581-3138

Midtown West **Rio & You***
326 W 45th St (bet 8th & 9th Ave) $25
212-307-0717

Midtown West **Suke Bur Hugi***
152 W 49th St (bet 6th & 7th Ave) $25
212-764-8543

Midtown West **Supporo***
152 W 49th St (bet 6th & 7th Ave) $18
212-869-8372

Midtown West **Shimizu**
319 W 51st St (bet 8th & 9th Ave) $35
212-581-1581

Midtown West **Suba Nippon***
19 W 52nd St (bet 5th & 6th Ave) $30
212-484-2525

Midtown West **Sugiyama**
251 W 55th St (bet Broadway & 8th Ave) $85
212-956-0670

Midtown West **Sushi Domo**
330 W 56th St (bet 8th & 9th Ave) $45
212-707-6609

Midtown West **Sushi of Guri 46**
347 W 46th St (bet 8th & 9th Ave) $80
212-957-0046

Midtown West **Sushi Zen**
108 W 44th St (bet 6th & 7th Ave) $70
212-302-0707

Midtown West **Sushideu***
123 W 43th St (bet 6th & 7th Ave) $45
212-356-2800

Midtown West **Sushiya***
26 W 56th St (bet 5th & 6th Ave) $20
212-247-5756

Midtown West **TABATA***
540 9th Ave (bet 39th & 40th St) $15
212-290-7501

Midtown West **Turakuwa Rumeu***
885 9th Ave (bet 57th & 58th St) $12
212-307-0170

Midtown West **Totto Rameu**
309 W 52nd St (bet 8th & 9th Ave) $20
212-582-0052

Midtown West **Yukiton TOTTO**
251 W 55th St (bet Broadway & 8th Ave) $45
212-245-4555

Midtown West **Yummy Sushi***
30 Rockefeller Plaza Concon se Level $10
212-459-2100

Midtown East

Midtown East **Abuniya Kinnusuke***
213 E 45th St (bet 2nd & 3rd Ave) $65
212-867-5454

Midtown East **Azusu***
3 E 44th St (bet Madeon & 5th Ave) $35
212-681-0001

Midtown East **DONBURI-YA***
137 E 47th St (bet 3rd & Lexington Ave) $25
212-980-7305

Midtown East **Gyu-Kuku***
805 3rd Ave 2 Fl (at 50th St) $40
212-702-6616

Midtown East **Hukubai**
The K tano Hotel 90 Park Ave (at 39th St) $65
212-885-7111

Midtown East **Hura**
280 Park Ave (at 48th St) $35
212-490-9090

Midtown East **Hatsuhuna**

Establ shed in 1976 Hatsuhana s a longstanding New York sushi restaurant Conven ently located just 3 minutes from Rockefeller Center it is perfect for business lunches At 1 meal time try the Omakase at sushi bar o pr x fixe and entree starting at $23
17 E 48th St (bet 5th & Madison Aves) $50
212-355-3345 www.hatsuhana.com

Midtown East **Hatsuhuna Park***
237 Park Ave (bet 45th & 46th St) $35
212-661-3400

Midtown East **Hide-Chan Ramen**
248 E 52nd St 2 Fl (bet 2nd & 3rd Ave) $20
212-813-1400

Midtown East **Ise 49**
151 E 49th St (bet 3rd & Lexington Ave) $25
212-319-6676

Midtown East **Izukaya Ariyoshi**
228 E 53rd St (bet 2nd & 3rd Ave) $25
212-319-3340

Mitown East **Izukaya Riki**

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212-599-1108

Midtown East **Jukai**
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212-588-9788

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Midtown East **Kurumo Zushi**
7 E 47th St. 2 Fl (bet. Madison & 5th Ave.) **$100**
212-317-9802

Midtown East **Mot Sushi Restaurant**
18 E 48st St (bet. 5th & Madison Ave.) **$18**
212-400-6880

Midtown East **MEGU Midtown**
245 UN Pl (bet. 42th & 49th St.) **$125**
212 364-7777

Midtown East **Manchanko-Tei**
131 E 45th St (bet. 3rd & Lexington Ave.) **$14**
212 986-5905

Midtown East **Nada-Sushi**
135 E 50th St (bet. 3rd & Lexington Ave.) **$25**
212-838-2537

Midtown East **Nippon***
155 E 52nd St (bet. 3rd & Lexington Ave.) **$49**
212-758-0226

Midtown East **Oms/b***
156 E 45th St (bet. 3rd & Lexington Ave.) **$9**
212-922-9788

Midtown East **Onya***
143 E 47th St (bet. 3rd & Lexington Ave.) **$30**
212 715-0460

Midtown East **Restaurant SEO***
245 E 49th St. (bet. 2nd & 3rd Ave.) **$40**
212-855-7722

Midtown East **Rungo**
205 E 45th St (bet. 2nd & 3rd Ave.) **$50**
212 867-4200

Midtown East **Ronin Bar & Grill**
9 E 37th St (bet. Madison & 5th Ave.) **$15**
212-213-5137

Midtown East **Sakagura***

The largest sake bar in the world serving over 200 varieties of sake and seasonal daily specials. Homemade soba and lunch set of soba & rice bowl are popular. This amazing rich decor situated on the basement level is perfect for couples. Private part is available.

211 E 43rd St. B1E (bet. 2nd & 3rd Ave.) **$50** L
212-353-0253 www.sakaguraonline.com

Midtown East **Shinbashi**
7 E 48th St (bet. Madison & 5th Ave.) **$30**
212-813-1005

Midtown East **Shochu Bar Hatchan**

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210 E. 44th St. (bet. 2nd & 3rd Ave.) **$30**
212-687-5075

Midtown East **Soba TOTTO**
211 E 43rd St 1 Fl (bet. 2nd & 3rd Ave.) **$40**
212-867-8200

Midtown East **Sushi Tima**
621 2nd Ave (at 44th St.) **$20**
212-683-6063

Midtown East **SushiAnn**
38 E 51st St (at. Park Ave.) **$50**
212-755-1780

Midtown East **Sushidon***
19 E 49th St (bet. Madison & 5th Ave.) **$45**
212 758-2700

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342 Lexington Ave (bet. 39th & 40th St.) **$50**
212-697-6330

Midtown East **TOMI JAZZ**
239 E 53rd St (bet. 2nd & 3rd Ave.) **$30**
646-497-4254

Midtown East **Tsushima**
141 E 47th St (bet. 3rd & Lexington Ave.) **$40**
212-207-4936

Midtown East **West Udon Izakaya**
150 E 46th St (bet. 3rd & Lexington Ave.) **$10**
212-922-9677

Midtown East **Yakiton East***
210 E 44th St (bet. 2nd & 3rd Ave.) **$20**
212-697-5075

Midtown East **YAMA Restaurant**
308 E 49th St (bet. 1st & 2nd Ave.) **$28**
212-355-3370

Midtown East **Yamakage Tokyo**
1025 2nd Ave (bet. 54th & 55th St.) **$30**
646-570-0853

Korea Town

Korea Town **Ichi Umi Restaurant***
8 E. 32nd St (bet. Madison & 5th Ave.) **$30**
212 725-1333

Korea Town **Izakaya Moku**
10 W. 32nd St. 2 Fl (bet. 5th Ave. & Broadway) **$30**
212-736-3232

Korea Town **Kurakuya**
2 W. 32nd St (bet. 5th Ave. & Broadway) **$30**
212 695-7272

Korea Town **Toyama Sushi**
11 W. 30th St (bet. 5th & 6th Ave.) **$22**
212-967-9541

Chelsea

Chelsea **Blue Ginger**
106 8th Ave (bet. 15th & 16th St.) **$30**
212-852-0811

Chelsea **annju***

A self-service restaurant conveniently located near union square station. annju features an original menu created by the Japanese owner. There are many items to choose from including sushi, bento, ramen, udon, daily donburi, and sake.

20 E 17th St (bet. 5th Ave. & Broadway) **$10** L
646-336-7004

Chelsea **IRON Sushi**
440 3rd Ave (bet. 30th & 31st St.) **$25**
212 447-6022

Chelsea **Izakaya Tan**
207 10th Ave (bet. 22nd & 23rd St.) **$25**
212 627-7777

Chelsea **Momoya Chelsea**
195 7th Ave (at 21st St.) **$40**
212-989-4488

Chelsea **Monster Sushi***
158 W. 23rd St (bet. 6th & 7th Ave.) **$30**
212-620-0131

Chelsea **MORIMOTO**
88 10th Ave (bet. 15th & 16th St.) **$30**
212 989-8883

Chelsea **Naka Naka**
458 W. 17th St (bet. 9th & 10th Ave.) **$50**
212-929-9644

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everyday during this campaign.
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Washington Square Park Stadium 231 Thompson St. (bet. Bleecker & W. 3rd St.) 212-505-2555
Times Square 273 W. 38th St. (bet. 7th & 8th Ave.) 212-730-5555

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$10 (lunch)
$12 (dinner)
*Ingredients:
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RAMEN SETAGAYA
Mon - Thr, Sun Lunch: 11:30am - 3:30pm
Break Time 3:30pm - 4:30pm
Dinner: 4:30pm - 10:00pm
Fri, Sat Dinner: 4:30pm - 11:00pm
www.ramensetagayany.com
243 MAIN ST, FORT LEE, NJ 07024 201-585-0739

Chelsea **Ootoya** $20
8 W 18th St (bet. 5th & 6th St.)
212-255-0017

Chelsea **Tsuki Tavern** $50
Gansevoort Hotel 18 9th Ave (at 13th St.)
212-660-6766

Chelsea **Tabaya** $13
144 W 19th St (bet 6th & 7th Ave.)
212-924-3335

Gramercy

Gramercy **15 EAST** $80
15 E 15th St (bet Union Sq W & 5th Ave.)
212-647-0015

Gramercy **Aji Sushi** $25
513 3rd Ave. (bet. 34th & 35th St.)
212-685-2055

Gramercy **Chashi*** $20
77 Irving Place (at 19th St.)
212-420-1413

Gramercy **Hamachi** $25
34 E 20th St (bet Park Ave. & Broadway)
212-420-9608

Gramercy **Haaa** $30
34F 1st Ave. (at 20th St.)
212-598-0135

Gramercy **Haru** $30
220 Park Ave. S. (at 18th St.)
646-428-0988

Gramercy **Kaiten Sushi East*** $15
369 3rd Ave. (bet. 26th & 27th St.)
212-863-2326

Gramercy **Mishima*** $25
104 Lexington Ave. (bet. 30th & 31st St.)
212-532-8596

Gramercy **Momokawa** $35
157 E. 28th St. (bet 3rd & Lexington Ave.)
212-684-7830

Gramercy **Sahan** $20
109 Lexington Ave. (bet. 30th & 31st St.)
212-481-7766

Gramercy **Sushi SAMBA** $35
245 Park Ave. S. (bet. 19th & 20th Sr.)
212-475-5377

Gramercy **Sushi SEN-NIN** $40
30 E. 33rd St. (Park Ave. S. & Madison Ave.)
212-889-2208

Gramercy **Tarakawa Ramaa*** $12
18 Lexington Ave. (bet. 23rd & 22nd St.)
212-777 2539

Gramercy **YAMA Restaurant** $20
122 E. 17th St. (at Irving Pl.)
212-475-0958

West Village

West Village **Aki on west 4** $44
181 W. 4th St. (bet. 6th & 7th Ave.)
212-353-5440

West Village **Cha Cho San*** $25
15 W. 8th St. (bet. 5th & 6th Ave.)
212-473-3333

West Village **EN Japanese Brasserie** $40
435 Hudson St. (at Leroy St.)
212-647-9196

West Village **Hakata Tonton*** $25
61 Grove St. (bet. 7th Ave. & Bleecker St.)
212-242-3538

West Village **GO! GO! CURRY!*** $5 D L

With the motto "Everything for your genki vigor!" 5th, 15th 25th are GoGo! Day. Order any kind of Curry and you can receive one free topping coupon. Vegetable Curry is now available at the Washington Square Park Stadium location. They offer free delivery.
231 Thompson St (bet W 3rd & Bleecker St.)
212-505-2555 www.gogocurryusa-ny.com

West Village **Marumi*** $30
54F LaGuardia Pl (bet. Bleecker & 3rd St.)
212-979-7055

West Village **Mikado** $20
525 6th Ave (bet. 13th & 14th St.)
212-255-9981

West Village **Miyabi** $15
121 W 3rd St. (bet. MacDougal St & 6th Ave.)
212-228-1998

West Village **Miyagi** $25
220 W. 13th St. (bet. 7th & Greenwich Ave.)
212-620-3830

West Village **Nagomi** $35
178 Prince St. (bet. Thompson & Sullivan St.)
212 367-8230

West Village **Ramen Takami*** $13
50 University Pl (bet. 11th & 12th St.)
212-228-2752

West Village **Rockmaisha*** $35
11 Barrow St. (bet. 4th & Bleecker St.)
212-675-7775

West Village **Soto** $50
357 6th Ave (bet. 4th St. & Washington Pl.)
212-414-3086

West Village **Sushi Mamba** $18
295 Bleecker St. (bet. Leroy & Cornelia St.)
212-675-5565

West Village **Sushi Yawa** $30
25 W. 8th St. (bet. 5th & 6th Ave.)
212 253-5688

West Village **Tamoa Sushi** $40
172 Thompson St (bet Houston & Bleecker St.)
212-777 5348

West Village **Ushiwakamaru** $80
136 W. Houston St (Sullivan & MacDougal St.)
212 228-4181

East Village

East Village **Ashiya** $15
167 1st Ave (bet. 10th & 11th St.)
212-505-3348

East Village **BOND ST** $15
6 Bond St (bet. Lafayette & Broadway)
212-777 2500

East Village **Cha-Aa** $20 D L

Serving a wide variety of tea from China, Japan and India as well as original sweets created by our pastry chef. The Daily Special Set for lunch or dinner guests will whine or sake. Traditional tea ceremony in Seka-do (tatami tea room) is available by reservation.
230 E 9th St. 2Fl (bet. 2nd & 3rd Ave.)
212-228-9030 www.chaattenhouse.com

East Village **Dieci** $40
228 E 10th St. (bet. 1st & 2nd Ave.)
212-387-9545

East Village **East Noodle** $16
115 2nd Ave. (at 7th St.)
212-982-4265

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Quality "to-go" at Bento Sushi

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212-437-8744
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(@Morris St.)
212-747-0994
1407 Broadway
(bet 38th & 39th St.)
212-394-1405
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Mon-Thu 11am-3:30pm 5pm-11:30pm
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11am-10:30pm
*We may close early if the soup runs out.

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Try our Signature ramen
Hiyashi Tan Tan Men
$10.99

We won the "Street Ramen Contest" at JAPAN BLOCK FAIR!
Second location opening soon near Times Square
TABATA
540 9th Ave. (bet. 39th & 40th St.)
Tel: 212-290-7691 tabataramen@gmail.com
11:30am - 11pm Open 7 days a week

East Village **Curry-Ya**

Your hunger will undoubtedly be satisfied at Curry Ya. Gourmet Japanese Curry boasts amazingly rich and complex flavors and is at mere interior and atmosphere makes anyone feel comfortable dining alone or with friends. Lunch Set available from noon to 4 pm

214 E. 10th St. (bet. 1st & 2nd Ave.) **$20** L
646-602-8775 www.nycurry-ya.com

East Village **Gyu-Kaku***
34 Cooper Sq. (bet. 4th St. and Astor Pl.) **$40**
212-475-2389

East Village **Hasaki***
210 E. 9th St. (bet. 2nd & 3rd Ave.) **$40**
212-473-3327

East Village **IPPUDO NY**
65 4th Ave. (bet. 9th & 10th St.) **$29**
212-388-0088

East Village **IRON Sushi***
212 10th St. (bet. 1st & 2nd Ave.) **$25**
212-226-0102

East Village **Japonica**
100 Univ. Pl. (at 12th St.) **$40**
212-243-7752

East Village **JEWEL BAKO**
239 E. 5th St. (bet. 2nd Ave. & Cooper Sq.) **$45**
212-979-1012

East Village **Kajitsu**
414 E. 9th St. (bet. Ave. A & 1st Ave.) **$80**
212-228-4873

East Village **Kombi Ramen House***
351 E. 14th St. (bet. 1st & 2nd Ave.) **$15**
212-228-1366

East Village **Kamui Den**
184 Avenue A (bet. 11th & 12th St.) **$25**
212-777-2046

East Village **KASADELA**
647 E. 11th St. (bet. Ave. B & C) **$30**
212-777-1582

East Village **Kaoka***
25 St. Marks Pl. (bet. 2nd & 3rd Ave.) **$25**
212-254-6363

East Village **Kotobuki**
56 3rd Ave. (bet. 10th & 11th St.) **$0**
212-353-5098

East Village **Kuboya**
539 E. 5th St. (bet. Avenue A & B) **$15**
212-777-7010

East Village **Kyo Ya**
94 E. 7th St. (bet. Ave. A & 1st Ave.) **$42**
212-982-4140

East Village **May's Place Sushi***
121 2nd Ave. (bet. 7th & St. Marks Pl.) **$15**
212-533-8442

East Village **Menkoi-Tei***
63 Cooper Sq. (bet. 7th St. & St. Marks Pl.) **$10**
212-228-4152

East Village **MINCA**
536 E. 5th St. (bet. Ave. A & B) **$10**
212-505-6001

East Village **Misoya**
125 2nd Ave. (bet. 7th and St. Marks Pl.) **$20**
212-677-4625

East Village **Natori**
58 St. Marks Pl. (bet. 1st & 2nd Ave.) **$20**
212-533-7711

East Village **OH! Toisho***
9 St. Marks Pl. (bet. 2nd & 3rd Ave.) **$20**
212-673-1300

East Village **Noodle Cafe Zen***

In the heart of East Village Zen has been serving 12 kinds of ramen noodles as well as hearty udon and sushi since 1985. Don't miss out on the All Day 50% OFF discount on all sushi or sushi-rolls for an order over $16 and the late night happy hour after 10pm

31 St. Marks Pl. (bet. 2nd & 3rd Ave.) **$12** L
212-533-9855 www.zensushi-nyc.com

East Village **Otafuku***

A tiny yet delicious spot Otafuku specializes in popular Japanese comfort food. Takoyaki octopus dough and Okonomiyaki pancakes as well as Tatsuyaki and Daifuku mochi cakes filled with red bean paste. Our food will make you feel like you are in downtown Tokyo

230 E. 9th St. (bet. 2nd & 3rd Ave.) **$6** L
212-353-0503

East Village **Rai Rai Ken***

Have you ever seen the movie Tampopo? a Japanese cult movie about sizzling ramen noodle soup? Rai Rai Ken lets you experience the real Tokyo ramen without MSG. Don't forget our homemade gyoza too. They guarantee the most delightful experience

219 E. 10th St. (bet. 1st & 2nd Ave.) **$15** L
212-477-7000

East Village **Ramen Setagaya (St. Marks Pl.)***
34A St. Marks Pl. (bet. 2nd & 3rd Ave.) **$13**
212-387-7456

East Village **Robataya NY**

Boasting fish shipped from Tsukiji market and local ingredients carefully grilled to perfection this is authentic robatayaki. You will love the satisfying a la carte menu and the carefully selected sake and shochu. Chef's choice $45 tasting course $40 popular lunch set $10

231 E. 9th St. (bet. 2nd & 3rd Ave.) **$45** L
212-979-9574 www.robataya-ny.com

East Village **Soke Bar Decibel**
240 E. 9th St. (bet. 2nd & 3rd Ave.) **$40**
212-979-2733

East Village **Soke Bar Satsko**
202 E. 7th St. (bet. Ave. B & C) **$25**
212-614-0333

East Village **Sapporo East**
245 E. 10th St. (at 1st Ave.) **$17**
212-260-1330

East Village **Shabu-Tatsu***
216 E. 10th St. (bet. 1st & 2nd Ave.) **$30**
212-477-2972

East Village **Shimo**
345-349 2nd Ave. (at 12th St.) **$20**
212-260-8303

East Village **Sobakoh***

Serving Inaka (whole grain) style Soba noodles using 100% stone-milled Canadian buckwheat flour. Enjoy soba in its most nutritious way. Combination of soba and donburi dishes are $13-15 for lunch. 4-Course Early Bird Special ($19.50) is served until 7pm

309 E. 5th St. (bet. 1st & 2nd Ave.) **$15** L
212-254-2244 www.comerestaurant.com/sobakoh

East Village **Souen East Village***
328 E. 9th St. (bet. 1st & 2nd Ave.) **$15**
212-388-1155

East Village **Soseo Restaurant***
28 E. 13th St. (bet. University Pl. & 5th Ave.) **$20**
212-627-7150

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HAPPY HOUR50%OFF 10PM - CLOSE
Draft Beer & Japanese Cocktails
NOODLE CAFE Zen

East Village — **Sobuya***

Mak ng soba by hand daily from h gh qual ty buckwheat flour mported from Japan All natural ngredients make soba a healthy meal Try Lnnch Box $15 w th soba or udon s de dishes and dessert. Da ly spec al appetizers and sake select on available for dinner

220 E 9th St (bet 2nd & 3rd Ave) $20 @L
212-533-6966 www.sobaya-nyc.com

East Village — **Sushi Lounge***

Serv ng Japanese cu sine in a casual atmosphere at affordable prices All Day Campa gn offers 50% off on all sushi or sush rolls for an order over $15 The menn also ncludes 12 ramens and tapas to satisfy your crav ng. Enjoy da ly late n ght happy hou after 10pm

132 St Marks Pl (at Ave A) $12 @L @D
212-598-1168 www.sushiloungenyc.com

East Village — **Tukahachi East Village**

85 Ave A (at Fifth St) $25
212-505-6524

East Village — **Udon West***

11 St Marks Pl (bet 2nd & 3rd Ave) $20

East Village — **Umuotu**

Um notu s a Japanese comfort food restaurant n East Village w th a f ne selection of sake and over 50 k nds of shochu All authentic Japanese homestyle dishes are prepared by the owner/chef Try Goto Udon (udon noodles from Goto Islands of Japan)

9 E 3rd St (bet 1st & 2nd Ave) $20 @
646-654-1122 www.downtownumino e.com

East Village — **Village Yokocho**

8 Stuyvesant St 2Fl (bet 9th St & 3rd Ave.) $20
212-598-3041

East Village — **Wasuu**

10 E 4th St (bet 1st & 2nd Ave) $35
212-777-1378

East Village — **Yukiuku West***

21 E 9th St (bet 2nd & 3rd St) $25
212-979-9238

East Village — **Yukitori Taisho***

5 St Marks Pl (bet 2nd & 3rd Ave) $20
212-228-5086

East Village — **Yushi Sushi***

131 Ave. A (bet St. Marks Pl. & 9th St) $25
212-420-5909

East Village — **Yuhu Restaurant**

105 E 9th St (bet. 3rd & 4th Ave) $40
212 777-6188

Lower Manhattan

Lower Mhn — **Bento Sushi***

32 Broadway (at Morris St.) $8
212-747-0594

Lower Mhn — **Cube 63**

63 Clinton St (bet. Rivington & Stanton St) $21
212-228-6751

Lower Mhn — **Ise Downtown***

50 Pine St (bet Pearl & W Nam St) $38
212-785-1500

Lower Mhn — **Kujou**

21 South End Ave (at W. Thames St) $38
212 786-8688

Lower Mhn — **Mottsu**

285 Mott St (bet Prince & Houston St.) $25
212-343-8017

Lower Mhn — **Quickly Shabu Shabu**

237 E Grand St (bet Chrystie St. and Bowery) $13
212-431-0398

Lower Mhn — **Suy**

102 Suffolk St (bet Delancy & Rivington St) $14
212-253-9158

Lower Mhn — **Susheiu**

325 Broadway (bet Worth & Duane St) $25
212-962-2500

Lower Mhn — **SUteiShi**

24 Peck Slip (bet Front & Water St) $30
212-766-2344

Tribeca

Tribeca — **Bento Sushi***

173 Broadway (at Courtland St) $8
212-437-8744

Tribeca — **Brushstroke**

30 Hudson St (at Duane St) $130
212 791-8771

Tribeca — **MEGU New Yurk**

62 Thomas St (bet Church & W Broadway) $125
212-964-7777

Tribeca — **NINJA***

25 Hudson St (bet Reade & Duane St) $35
212-274-8500

Tribeca — **NOBU**

105 Hudson St. (at Franklin St.) $100
212 219-0500

Tribeca — **NOBU NEXT DOOR**

105 Hudson St. (bet Franklin & N. Moore St.) $15
212-334-4445

Tribeca — **Rusuuju**

141 Duane St (bet Church St & W Broadway) $80
212-346-0664

Tribeca — **Sushi Azabu**

428 Greenwich (bet. Laight & Vestry St) $50
212-274-0429

Tribeca — **Tukuhachi Tribeca***

145 Duane St (Church & W Broadway) $35
212-571-1630

Tribeca — **Zutto***

77 Hudson St (bet Jay & Harrison St) $40
212-233-8287

Soho

Soho — **Blue Ribbon Sushi**

119 Sullivan St (bet Spring & Prince St) $51
212-343-0404

Soho — **Hiroko's Place**

75 Thompson St (bet. Broome & Spring St.) $15
212-625-1303

Soho — **Omen**

113 Thompson St (bet Spring & Prince St.) $31
212-925-8923

Soho — **Suueu Soho***

210 9th Ave (at Prince St) $20
212-807-7421

Brooklyn

Brooklyn — **1 or 8***

66 S 2nd St (bet Wythe & Kent Ave) $32
718-384-2152

Brooklyn — **Buzu***

296 Grand St (bet Havemeyer & Roebling St.) $30
718-384-7770

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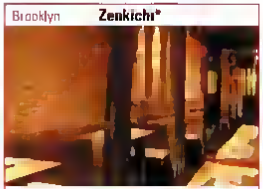
Brooklyn	**Fushimi**	
9318 4th Ave (bet. 93rd & 94th St.) 718-833-7798		$35
Brooklyn	**Gaida***	
331 Flatbush Ave (bet. Park & Prospect Pl.) 718-638-6866		$25
Brooklyn	**Hibino**	
333 Henry St (at Pacific St.) 718-260-8052		$35
Brooklyn	**Iron Chef House**	
92 Clark St (bet. Monroe Pl. & Henry St.) 718-858-8517		$15
Brooklyn	**IZAKAYA on SMITH***	
176 Smith St (bet. Wyckoff & Warren St.) 718-855-2277		$20
Brooklyn	**Ki Sushi**	
122 Smith St (bet. Dean & Pacific St.) 718-935-0575		$30
Brooklyn	**Mizu**	
192 Bedford Ave (bet. 6th St & 7th St.) 718-782-6866		$20
Brooklyn	**Naruto Ramen**	
226 5th Ave (bet. 1st & Garfield St.) 718-832-1111		$12
Brooklyn	**Osaka**	
272 Court St (bet. Degraw & Kane St.) 718-643-0044		$30
Brooklyn	**Oshima Restaurant**	
71 7th Ave (bet. Berkeley & Lincoln Pl.) 718-783-1858		$25
Brooklyn	**OZU***	
79 Clark St (bet. Hicks & Henry St.) 718-797-3296		$20
Brooklyn	**qoo Rabata***	
367 Metropolitan Ave (at Havemeyer St.) 718-384-0433		$25
Brooklyn	**Sakura G**	
837 Manhattan Ave (bet. Calyer & Noble St.) 718-349-7668		$10
Brooklyn	**Sapporo Haru Japanese**	
622 Manhattan Ave (Driggs & Nassau Ave.) 718-389-9721		$16
Brooklyn	**Snpercore***	
305 Bedford Ave (bet. S. 2nd & S. 1st St.) 718-302-1629		$20
Brooklyn	**Tenzan**	
7116 19th Ave (at 71st St.) 718-621-3238		$30
Brooklyn	**Zenkichi***	



Since 2006 Zenkichi has been offering Tokyo-style seasonal small plates to homesick Japanese as well as New Yorkers who crave authentic Japanese culinary experience beyond sushi. Hidden away in their encased semi-private dining booths, diners can savor the 8-course Omakase tasting menu and indulge in premium sake from one of the most elite sake selections in the city. Guests must be 14 years or older to be accommodated.

77 N. 6th St. (at Wythe Ave.) $40
718-388-8915 www.zenkichi.com

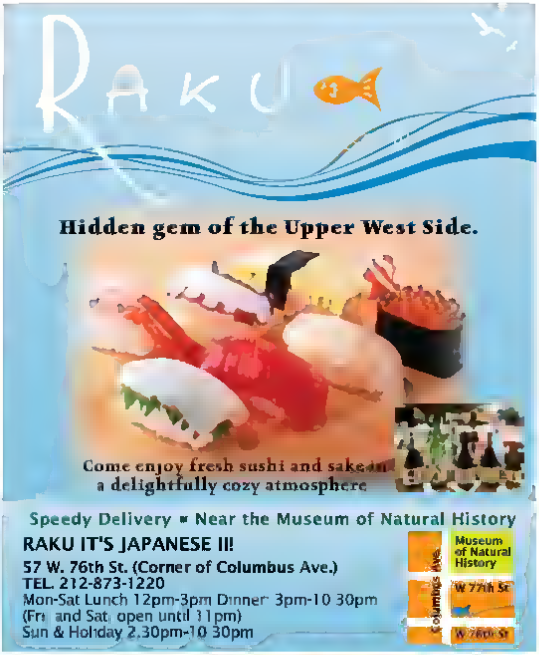
Brooklyn	**ZuZu Ramen**	
173 4th Ave (at Degraw St.) 718-398-9898		$20

Queens

Queens	**ARIYOSHI***	
41-13 Queens Blvd Sunnyside NY 11104 718-937-3289		$18
Queens	**Bistro 33**	
19-33 Ditmars Blvd Astoria NY 11105 718-721-1333		$20
Queens	**gowasabi***	
34-02 30th Ave Astoria NY 11103 718-204-7354		$23
Queens	**Hakata**	
37-02 Prince St Flushing NY 11354 718-321-0290		$13
Queens	**Hinomaru Ramen**	
33-18 Ditmars Blvd Astoria NY 11105 347-792-2643		$15
Queens	**KATSUNO***	
103-01 Metropolitan Ave Forest Hills NY 718-575-4033		$35
Queens	**Kyoto Sushi**	
153-11 Union Tpk Flushing NY 11354 718-380-7777		$25
Queens	**LINN Wafu Dining ***	
29-13 Broadway Astoria NY 11106 718-204-0860		$30
Queens	**Nanta**	
107-09 70th Rd Forest Hills NY 11375 718-263-2999		$20
Queens	**Oishi Sushi**	
37-04 Ditmars Blvd Astoria NY 11105 718-721-0508		$20
Queens	**Samurai Boy***	
85-32 Grand Ave Elmhurst, NY 11373 718-457-2222		$9
Queens	**Shiro of Japan Atlas Pk**	
80-40 Cooper Ave Glendale NY 11385 718-326-8704		$28
Queens	**SUSHI ISLAND***	
87-18 Queens Blvd Elmhurst, NY 11373 718-803-3033		$20
Queens	**Takesushi***	
43-46 42nd St. Sunnyside NY 11104 718-729-9253		$35
Queens	**Tendo Sushi***	
69-26 Fresh Pond Rd Ridgewood, NY 11385 718-381-0152		$12
Queens	**Udon West**	
13780 Northern Blvd Flushing NY 11354 718-359-2324		$10
Queens	**Watawa Sushi***	
33-10 Ditmars Blvd Astoria NY 11105 718 545-9596		$28

Long Island

Long Island	**Benihana**	
2105 Northern Blvd Manhasset, NY 11030 516-627-3400		$30
Long Island	**Benihana**	
920 Merchant's Concourse Westbury NY 516-222-0091		$20
Long Island	**Inotome Japanese Steak House***	
6 5th St Valley Stream NY 11581 516-872-0418		$28
Long Island	**Isono**	
214 Jericho Tpk Floral Park, NY 11001 516-437-4552		$25


RAKU
Hidden gem of the Upper West Side.
Come enjoy fresh sushi and sake in a delightfully cozy atmosphere
Speedy Delivery • Near the Museum of Natural History
RAKU IT'S JAPANESE II!
57 W. 76th St. (Corner of Columbus Ave.)
TEL. 212-873-1220
Mon-Sat Lunch 12pm-3pm Dinner 3pm-10:30pm
(Fri. and Sat. open until 11pm)
Sun & Holiday 2:30pm-10:30pm
Columbus Ave.
Museum of Natural History
W 77th St
W 76th St

Enjoy the best part of fresh wagyu beef, "bottom round" It comes with shiso, red onion, quail's egg, spicy sauce, and rice crust on the side.
Wagyu refers to breeds of Japanese cattle predisposed to extensive marbling and high percentage of unsaturated fat, which can be bred to produce Kobe style beef. This high quality meat is prized for its tenderness, juiciness and melt-in-your-mouth texture. WASAN serves Wagyu in various dishes highlighting each facet to best enjoy its taste profile.
和參
WASAN
Wagyu Tartar $16
Enjoy Wagyu & Ramen
Wasan Shio Ramen $10
Beer $7 → $3
Sommelier Selected Sake $54 → $30
Bottles of Wine $30 → $15
Available only Fri & Sat, 10pm-1am
108 E. 4th St., (bet. 1st & 2nd Ave.) TEL: 212-777-1978 www.wasan-ny.com

Long Island	**Kuhan Restaurant***	
2016 Merrick Rd. Merrick NY 11566 516-223-6200		$30
Long Island	**Kaiso**	
540 Westbury Ave. Carle Place NY 11514 516-333-3434		$26
Long Island	**KuraBarn**	
475 New York Ave Huntington NY 11743 631-673-0050		$30
Long Island	**Karofuaa***	
77 Commack Rd Commack, NY 11725 631-493-1075		$20
Long Island	**Mumoa Restaurant ***	
1300 Franklin Ave Garden City NY 11530 516-747-3388		$32
Long Island	**Nagashima***	
12 A. I Jericho Tpk Jericho NY 11753 516-338-0022		$25
Long Island	**Rock-a-Saka Port WA**	
90 Main St Port Washington NY 11050 516-883-7253		$30
Long Island	**Sapporo**	
3295 Merrick Rd Wantagh NY 11793 516 785-3853		$18
Long Island	**San Rastaarant***	
23 Main St Sag Harbor NY 11963 631 725-1774		$45
Long Island	**Shiro of Japan***	
401 Old Country Rd Carle Place NY 11514 516-997-4770		$20
Long Island	**SUSHI ICHI**	
700 N Country Rd Setauket, NY 11733 631-689-3111		$25
Long Island	**TAIKO Restaarant**	
15 S. Village Ave Rockville Ctr. NY 11570 516-678-6140		$20
Long Island	**Taka Sushi***	
821 Carman Ave Westbury NY 11590 516-876-0033		$20
Long Island	**Tanga ***	
198 Jericho Tpk Floral Park NY 11001 516-352 1116		$20
Long Island	**Rastaarant Yamaguchi***	

Since 1986 serving the locals authentic Japanese home cooking and fresh sush You will appreciate the authenticity and generous portions. As de from the regular menu daily lunch specials and the Chef Specialare popular among the local patrons

63 Main St. Port Washington NY 11050 516-883 3500		$25
Long Island	**Yuki's Palatte Too***	
151 Merrick Ave. Merrick NY 11560 516-867-8738		$25

The Bronx

The Bronx	**OHANA**	
500 City Island Ave Bronx NY 10464 718-885-0700		$35

Westchester

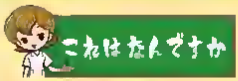
Westchester	**Hajima***	
267 Halstead Ave Harrison NY 10528 914-777-1543		$35
Westchester	**Momiji***	
261 Halstead Ave Harrison NY 10528 914-835-1078		$25
Westchester	**Nanase**	
522 Mamaroneck Ave White Plains, NY 10605 914-285-5351		$50
Westchester	**Nishi**	
473 Ashford Ave Ardsley NY 10502 914-693-2500		$25
Westchester	**Nada***	
200 Hamilton Ave White Plains, NY 10601 914-948-0990		$25
Westchester	**Sakaaaya Sushi**	
14 North Central Ave Hartedale NY 10530 914-545-5065		$16
Westchester	**Sazaa Restaurant***	
720 Saw Mill River Rd Ardsley NY 10502 914-674-6015		$23
Westchester	**Tanto***	
833 White Plains Rd Scarsdale NY 10583 914-725-0100		$10
Westchester	**Tsara**	
255 N Central Ave Hartsdale NY 10530 914-761-0057		$25

Upstate

Upstate	**Kuruta**	
77 Quaker Ridge Rd New Rochelle NY 10804 914-636-6946		$15
Upstate	**Kiko Haasa**	
11021 E. Washington Ave Pearl River, NY 845-735-8185		$25
Upstate	**Sakarahana NY**	
328 Route 59 Central Nyack, NY 10960 845-727-3939		$20

New Jersey

New Jersey	**Ajihei Pnacetoa**	
11 Chambers St Princetone NJ 08542 609-252-9158		$20
New Jersey	**Akai Sashi Loaaga**	
11 N Dean St Englewood NJ 07631 201-541-0096		$18
New Jersey	**Aayama**	
1982 Washington Valley Rd Martensville NJ 732-271-2556		$18
New Jersey	**Asahi Japaaese***	
1475 Bergen Blvd. Fort Lee NJ 07024 201-544-5113		$17
New Jersey	**Daimatsu***	
860 Mountain Ave Mountainside NJ 07092 908-233-7988		$25
New Jersey	**East Japaaasa**	
1405 Teaneck Rd Teaneck, NJ 07666 201-837-1280		$28
New Jersey	**Higo Battea***	
2024 Center Ave #J & K Fort Lee NJ 07024 201-461-5465		$15
New Jersey	**Haashu Lounga***	
31 Montgomery St 2 R Jersey City NJ 07302 201-324-2798		$0
New Jersey	**Ichi Umi Restaurant**	
352 Menlo Park Dr Edison NJ 08837 732-906-2370		$30
New Jersey	**ICHIBAN**	
778 Bloomfield Ave W Caldwell NJ 07006 973-808-7178		$22
New Jersey	**Italiaa Tomato (Mitsuwa)**	
595 River Rd Edgewater NJ 07020 201-541-9113		$7



"KORE WA NAN DESU KA"

【meaning】What is this"

【usage】The phrase is especially convenient while shopping and dining at a restaurant. You just point out the item you like to buy or eat and say kore wa nan desu ka."

Kyushu 九州
209 Paterson Avenue
Wallington NJ 07057
Tel 973-773-7100
http://www.kyushusushi.com
"new, modern Japanese cuisine"
find us:
full bar sake bar sushi bar dining delivery take out private party catering happy hours

New Jersey	**Kaasma***	
703 Palisade Ave Cliffside Park, NJ 07010 201-886-0080		$25
New Jersey	**KIKU**	
365 Rt 17 S Paramus, NJ 07652 201-265-7200		$40
New Jersey	**Komegashi***	
103 Montgomery St Jersey City, NJ 07302 201-433-4567		$25
New Jersey	**Komegashi too***	
Located in waterfront Jersey City, Komegashi has the most gorgeous view overlooking Manhattan skyline offers exciting sushi selections. Try their Crash Royale the freshest pick by the chef with selections from Japan and domestic. Only 5 min PATH from NYC		
99 Town Sq Pl Jersey City, NJ 07310 201-533-0988 www.komegashi.com		$30
New Jersey	**Kyushu Sushi***	
208 Paterson Ave Wallington, NJ 07057 973-773-7100		$0
New Jersey	**Masa Sushi & Grill***	
81 W Allendale Ave Allendale, NJ 07401 201-934-6616		$30
New Jersey	**Monster Sushi***	
385 Springfield Ave Summit, NJ 07901 908-598-1100		$25
New Jersey	**Princeton Tomo Sushi**	
236 Nassau St Princeton, NJ 08542 609-924-6478		$15
New Jersey	**Raku Izakaya**	
205 Main St Fort Lee, NJ 07024 201-585-0707		$25
New Jersey	**Sakura-hana***	
43 Franklin Ave Ridgewood, NJ 07450 201-447-6525		$25
New Jersey	**Santohka (Mitsuwa)**	
595 River Rd Edgewater, NJ 07020 201-941-1004		$10
New Jersey	**Sasuki Saado (Mitsuwa)**	
595 River Rd Edgewater, NJ 07020 201-941-5113		$10
New Jersey	**Sugi**	
2117 Rt 4 E Fort Lee, NJ 07024 201-461-8100		$22
New Jersey	**TATSUMI***	
1034 River Rd Edgewater, NJ 07020 201-969-0202		$25
New Jersey	**Tendo Sushi***	
10 Schuyler Ave Kearny, NJ 07032 201-991-5598		$12
New Jersey	**Toya Restaurant***	
438 Anderson Ave Cliffside Park, NJ 07010 201 917-5532		$25
New Jersey	**Umeyu**	
156 Piermont Rd Cresskill, NJ 07626 201-816-0511		$25
New Jersey	**Yakitori 39**	
252 254 Degraw Ave. Teaneck, NJ 07666 201-692-0700		$35

Connecticut

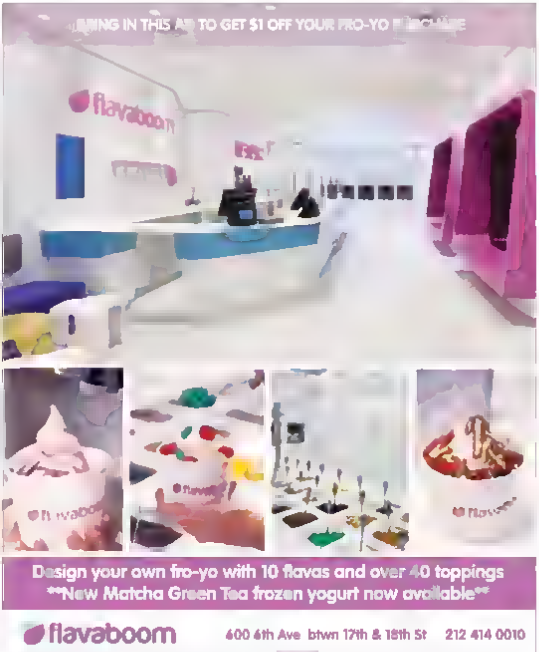
Connecticut	**Ahs**	
381 Greenwich Ave Greenwich, CT 06830 203-862-5100		$30
Connecticut	**Kazu**	
64 N Main St Norwalk, CT 06854 203-866-7492		$25

CAFE

Upper West	**Beard Papa's Upper W.**	
2187 Broadway (bet. 77th & 78th St.) 212-799-3770		Cream Puffs
Upper East	**Choux Factory**	
1695 1st Ave (bet. 87th & 88th St.) 212-289-2023		Cream Puffs
Midtown West	**Cafe Zaiya Midtown W.**	
1073 6th Ave (bet. 40th & 41st St.) 212-764-6785		Bakery
Midtown West	**Minamoto Kitchoan**	
608 5th Ave (bet. 48th & 49th St.) 212-489-3747		Confectionery
Midtown East	**Cafe Zaiya Midtown E**	
111 E. 41 St (bet. Madison & 6th Ave.) 212-779-0600		Bakery
Midtown East	**Choux Factory**	
965 1st Ave (bet. 49th & 50th St.) 212-223-0730		Cream Puffs
Chelsea	**Flavaboom**	
400 6th Ave (bet. 17th & 18th St.) 212-414-0010		Dessert Bar
East Village	**Cafe Zaiya East Village**	
85 Cooper Sq (bet. 7th St. & St. Marks Pl.) 212-253-9700		Bakery
East Village	**Chikalicious**	
203 E. 10th St. (bet. 1st & 2nd Ave.) 212-475-0525		Dessert Bar
East Village	**PANYA**	
8 Stuyvesant St (bet. 9th St. & 3rd Ave.) 212-777-1330		Bakery
New Jersey	**Minamoto Kitchoan**	
595 River Rd Edgewater, NJ 07020 201-313-6335		Confectionery
New Jersey	**Parisienne**	
250 Main St Fort Lee, NJ 07024 201-592-8878		Bakery

KARAOKE

Upper East	**Iggy's**	
1452 2nd Ave (bet. 75th & 76th St.) 212-327-3043		$1 /song
Midtown West	**Yuki 55**	
Sing and dine at Yuki 55, their menus are Fusion style Japanese restaurant downstairs. New songs are frequently added. English, Korean, Chinese, Japanese and Philippine songs are available. Drinks and room charges are half price during Happy Hour (5pm-7pm). The Two Hour Party Set ($35-) includes appetizer, sushi, and unlimited drinks. Open 7 days till 3:30am. They offer karaoke bar and private rooms accommodate up to 20 people.		
253 W. 55th St (bet. Broadway & 8th Ave.) 212-265-1210		$8/h per person
Midtown East	**Box Saack Riki**	
141 E. 45th St. 2 Fl (bet. 3rd & Lexington Ave.) 212-986-5012		$10/h $30 min
Midtown East	**Japas 38**	
6 E. 38th St (bet. Madison & 5th Ave.) 212-679-4040		$9/h /person


flavaboom
Design your own fro-yo with 10 flavas and over 40 toppings
New Matcha Green Tea frozen yogurt now available
flavaboom 400 6th Ave btwn 12th & 13th St 212 414 0010

Sake guide in an iPhone app.

142 brands of sake, shochu, and Japanese beer

Read reviews
Search sake by grade
Search brand by distributor
Check sake events in NY

Check at www.sake-guide.com

Available on the App Store

Midtown East **Karaoke Duet 48***
304 E 48th St (bet 1st & 2nd Ave) | 212-753-0030 | $4/h /person

Korea Town **5 Bar Karaoke**
37 W 32nd St, 5F (bet. 5th Ave & Broadway) | 212-634-6644 | $30 /room

Korea Town **Chorus Karaoke**
25 W 32nd St 3Fl (bet 5th Ave & Broadway) | 212 967-2244 | $2/song $40/room

Korea Town **Gagopa Karaoke**
29 W 32nd St (bet 5th Ave & Broadway) | 212-977-5353 | $30 /room

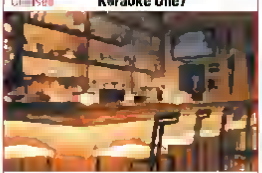
Korea Town **Grammy Karaoke**
23 W 32nd St (bet 5th Ave & Broadway) | 212-629-7171 | $40 /room

Korea Town **Karaoke Duet 35***
53 W 35th St 2 Fl (bet 5th & 6th Ave) | 646-473-0828 | $4/h /person

Korea Town **MK**
11 W 32nd St, 5 Fl (bet 5th Ave & B way) | 212-564-3436 | $40/h /room

Korea Town **Radio Star Karaoke**
3 W 35th St (bet 5th & 6th Ave) | 212-564-2520 | $40 /room

Chelsea **Karaoke One7**



They offer the c ty's la gest song select on n 16 d fferent languages and new songs are added monthly S ng at the bar for $2 per song or sing n a private room for $8/h (Sun Wed $6/hr) per person Drinks and room charges are half pr ce during Happy Hour (2pm-7pm) Large party rooms ava lable Call for reservat on Open 7 days from 2pm to 4am (except Mon from 5pm) *May close early on weekdays w/o notice

29 W 17th St (bet 5th & 6th Ave) | 212-675-3527 www.karaoke17.com | $2/song

Gramercy **Music Story**
34 32nd St, 5 FL (Park Ave S & Madison Ave) | 212-594-4244 | $40 /room

West Village **Apple Restaurant**
17 Waverly Pl (bet. Greene & Mercer St) | 212-473-9588 | $10/cover /room

West Village **Karaoke Cave**
5 E 13th St (bet University Pl & 5th Ave) | 646-250-5870 | $35- /room

West Village **NEMO**
54 E 13th St. (bet B way & Un versity Pl) | 212-477-1177 | $8/h /person

East Village **Planet Rose**
21a Ave A (bet. 13th & 14th St) | 212-353-9500 | $2/song

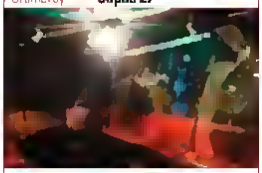
East Village **Second on Second**
27 2nd Ave (bet. 1st & 2nd St.) | 212-473-2922 | $30/h /room

East Village **U2 Karaoke Lounge**
6 St. Marks Pl (bet. 2nd & 3rd Ave) | 212-228-8250 | $2/h

Lower Mhn **Asia Roma**
40 Mulberry St (bet. Worth & Bayard St) | 212-385-1133 | No charge

Lower Mhn **Bmy Karaoke Bar**
8 Thompson St 2 Fl (bet 8th Ave & Canal St) | 212 334-5490 | $30/h /box

Gramercy **Japas 27***



Sing your heart away at Japas 27 They offer karaoke rooms at no charge ($10 minimum per person Sunday through Thursday only (The k tchen s open until 3am everyday with a selection of over 50 food items Unlimited Drink Plan- s only $14 95 per person for 2 hours; with food it's only $19 99 per person for 2 hours Private rooms are also ava lable Please inquire with n

366 3rd Ave (bet 26th & 27th St) | 212-889-2320 www.japas27.com | $10/ person

East Village **Sing Sing (Ave. A)***
SING·SING KARAOKE AVENUE A
Among the newest and trendiest restaurants on Avenue A Sing Sing offers a bar lounge and 15 private rooms for karaoke It is a perfect place for a get-together with friends after d nner Large party rooms are ava lable for up to 30 people OPEN 7 DAYS

31 Ave A (bet 4th & 6th St) | 212-474-0700 www.karaokesings ng.com | $7/h per person

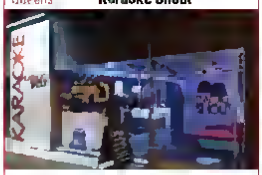
East Village **Sing Sing (St. Marks)***
SING·SING KARAOKE ST. MARKS
Conveniently located on St Marks Street in the heart of the East V llage Sing Sing is a Karaoke lounge with 16 Private Rooms This brand new lounge is a great spot for young adults who love to sing OPEN 7 DAYS 1 00PM-4:00AM Party@karaokes ngsing.com

1 St. Marks Pl 2Fl (bet 2nd & 3rd Ave) | 212-387 7900 www.ka aokes ngs ng.com | $7/h per person

Lower Mhn **Mott Karaoke Lounge**
43 Mott St (bet Worth & Bayard St) | 212-693-0004 | mm $30 /room

Brooklyn **100 Fue**
332 60th St (9th Ave & Fort Hamilton Pkwy) | 718-436-8883 | $40/h /room

Queens **Karaoke Shout***



120 000 songs n 15 J fferent languages ava lable 20 000 English songs and songs n H nd and Tha that are rarely ava lable in the U S You party w ll be much more exciting n the high tech karaoke rooms! 11 private rooms are equipped with LED l ghtings that change colors with each song Enter songs us ng a wir touch system on the in-set screens and pods Chopsticks NY readers receive 10% discount with this ad Open 7 days!

32-49 Steinway St Astoria NY 11103 | 718-545-0080 www.karaokeshout.com | $3-7/h person

* Chopsticks NY available to pick up

Other Asian Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available | Open for Lunch
M Tu W Th F Sa Su Day Close | Delivery
Family Dining
Romantic Dining | Local Favorite
Vegetarian Friendly | Business Dinner
Coupon available at **www.chopsticksny.com**
* Chopsticks NY available to p ck up

CHINESE

Upper W st **Ivy's Cafe***
154 W 72nd St (bet. Columbus & Amsterdam Ave.) | 212 787-8333 | $25

Upper West **Ollie's**
1991 Broadway (bet. 67th & 68th St.) | 212-595-8181 | $15

M dtown West **Ollie's**
2957 Broadway (at 116th St.) | 212-932-8300 | $15

Upper West **Shue Lee West**
43 W. 65th St. (Central Park W. & Columbus) | 212 595-8895 | $35

Upper East **Cafe Evergreen**
1367 1st Ave. (bet. 73rd & 74th St.) | 212 744-3266 | $30

Upper East **Chinatown East**
1650 3rd Ave (bet. 92nd & 93rd St.) | 212-427-9500 | $18

Upper East **Li's Noodle & Grill**
1500 3rd Ave (bet. 84th & 85th St.) | 212-535-1313 | $25

Upper East **Our Place**
242 E. 79th St. (bet. 2nd & 3rd Ave.) | 212-288-4899 | $25

Upper East **Philippe**
33 E. 60th St. (bet. Park & Madison Ave.) | 212-644-8885 | $45

Upper East **Pig Heaven**
1540 2nd Ave (bet. 80th & 81st St.) | 212 744-4333 | $15

Upper East **Shanghai Pavilion**
1378 3rd Ave (bet. 78th & 79th St.) | 212 585-3388 | $37

Upper East **Szechuan Gourmet**
1305 2nd Ave (at 73rd St.) | 212-737-1838 | $25

M dtown West **China Grill**
60 W. 53rd St. (bet. 5th & 6th Ave.) | 212-333-7788 | $66

Midtown West **Joe's Shanghai***
24 W. 56th St. (bet. 5th & 6th Ave.) | 212-333-3868 | $20

M dtown Ave **Ollie's**
411 W. 42nd St. (at 9th Ave.) | 212 321-6868 | $15

M dtown West **Ruby Foo's Times Sq**
1626 Broadway (bet. 49th & 50th St.) | 212-489-5600 | $30

M dtown West **Tao Pavilion**
65 W. 55th St. (bet. 5th & 6th Ave.) | 212-888-7888 | $25

Midtown West **Wu Liang Ye**
36 W. 46th St. (bet. 5th & 6th Ave.) | 212-398-2308 | $35

M dt wn **Chin Chin**
216 E. 49th St. (bet. 2nd & 3rd Ave.) | 212-888-4555 | $30

Midtown East **Dynasty Sung**
511 Lexington Ave. 2 Fl. (at 48th St.) | 212-355-1200 | $35

M dtown East **Evergreen on 38**
10 E. 38th St. (bet. Madison & 5th Ave.) | 212-448-1199 | $25

M dtown East **Grand Sichuan**
1049 2nd Ave. (bet. 55th & 56th St.) | 212 355-5855 | $20

Midtown East **Lychee House**
141 E. 55th St. (bet. 3rd & Lexington Ave.) | 212 753-3900 | $20

M dtown East **Mee Noodle Shop**
922 2nd Ave. (at 49th St.) | 212-888-0027 | $15

Midtown East **MR K's***
570 Lexington Ave. (at 51st St.) | 212-583-1668 | $50

M dtown East **Peking Duck House***

BEST PEKING DUCK IN NYC Their house specialty and a crowd favorite Their duck s roasted in an oven until the meat is tender and the skin is crispy Bring this ad and you will get 10% off lunch Mon-Fri 7 days a week

236 E. 53rd St. (bet. 2nd & 3rd Ave.) | 212 759-8260 www.pekingduckhouseny c.com | $33

M dtown East **Phoenix Garden**
242 E. 40th St. (bet. 2nd & 3rd Ave.) | 212-883-0880 | $20

M dtown East **Shih Lee**
311 E. 45th St. (bet. 1st & 2nd Ave.) | 212 867-0318 | $10

Midtown East **Shue Lee Palace**
155 E. 55th St. (bet. 3rd & Lexington Ave.) | 212-371-8844 | $35

Chelsea **Grand Sichuan**
229 9th Ave. (at 24th St.) | 212 620-5200 | $20

Chelsea **Rickshaw Dumpling**
61 W. 23rd St. (bet. 5th & 6th Ave.) | 212 924-9220 | $15

Gramercy **Grand Sichuan**
227 Lexington Ave. (bet. 33rd & 34th St.) | 212-679-9770 | $25

Gramercy **The Cottage***
33 Irving Place (at 16th St.) | 212-505-9500 | $12

West Village **Cheatown Brasserie**
340 Lafayette St. (at Great Jones St.) | 212 533-7000 | $30

West Village **Empire Szechuan**
173 7th Ave. S. (at Perry St.) | 212-243-6046 | $15

West Village **Shanghai Square**
11 E. 13th St. (bet. University Pl. & 5th Ave.) | 646-496-7313 | $20

East Village **BeoHaus**
230 E. 14th St. (bet. 2nd & 3rd Ave.) | 646-998-6889 | $14

East Village **Dumpling Man***
100 St. Marks Pl. (bet. 1st Ave. & Ave. A.) | 212-505-2121 | $11

Lower Mhn **ABC Chinese Restaurant**
34 Pell St (bet. Bowery & Mott St.) **$25**
212-349-9390

L Mhn **Amazing 66**
66 Mott St (bet. Bayard & Canal St.) **$25**
212-334-0099

L Mhn **Au Mandorin**
200-250 Vesey St. (at West St.) **$30**
212-385-0313

Lo Mhr **Big Wong**
67 Mott St. (bet. Bayard & Canal St.) **$13**
212-964-0540

Lo M **Congee Village**
100 Allen St (bet. Broome & Delancy St.) **$16**
212-941-1818

Lower Mhr **Dim Sum Go Go**
5 E. Broadway (bet. Catherine St. & Bowery) **$15**
212-732-0797

L M **Excellent Dumpling**
111 Lafayette St (bet. Walker & Canal St.) **$10**
212 219-0212

Lo Mhn **Golden Unicorn**
18 E. Broadway (bet. Market & Catherine St.) **$20**
212-941-0811

L M **Jing Fong**
20 Elizabeth St. (bet. Bayard & Canal St.) **$20**
212-964-5256

Lo Mhr **Joe's Ginger**
25 Pell St. (at Dreyers St.) **$20**
212-285-0333

Lower Mhr **Joe's Shanghai**
9 Pell St (bet. Bowery & Mott St.) **$20**
212 233-8888

Lo Mhn **Lin's Dumpling House**
28 Bowery (at Bayard St.) **$10**
212-349-0923

Lower Mhn **Mandarin Court**
61 Mott St. (bet. Bayard & Canal St.) **$15**
212-608-3838

L Mhr **New Bo-Ky**
80 Bayard St. (bet. Mott & Mulberry St.) **$10**
212-406-2292

L M **Nice Green Bo**
66 Bayard St. (bet. Elizabeth & Mott St.) **$15**
212-625-2358

L M **Oriental Garden**
14 Elizabeth St. (bet. Bayard & Canal St.) **$35**
212-619-0085

Lower Mhn **Ping on Mott**
22 Mott St. (bet. Chatham Sq. & Pell St.) **$20**
212-602-9998

L M **Shanghai Cuisine***
89 Bayard St. (at Mulberry St.) **$25**
212-732-8988

Q **East Manor**
46-45 Kissena Blvd. Flushing, NY 11355 **$25**
718-886-8898

Q **Himalayan Yak Restaurant***
72-20 Roosevelt Ave. Jackson Heights, NY 11372 **$15**
718-779-1119

KOREAN

Midtown West **Bann**
350 W. 50th St. (bet. 8th & 9th Ave.) **$30**
212-582-4446

M **Chom Chom**
40 W. 56th St. (bet. 5th & 6th Ave.) **$40**
212 213-2268

Midtown West **Danji**
346 W. 52nd St. (bet. 8th & 9th Ave.) **$44**
212-581-0388

Midtown East **Korea Palace**
127 E. 54th St. (bet. Park & Lexington Ave.) **$30**
212-832-2350

Korea Town **Cho Dang Gol**
55 W. 35th St. (bet. 5th & 6th Ave.) **$30**
212-695-8222

Korea Tow **Don's Bogam***
17 E. 32nd St. (bet. Madison & 5th Ave.) **$40**
212-683-2200

Ko **Franchie Vegan Cafe**
12 Park Ave. (bet. 34th & 35th St.) **$25**
212-213-1001

Korea Town **HAN BAT***
53 W. 35th St. (bet. 5th & 6th Ave.) **$15**
212-629-5566

Korea Tow **HANGAWI***
12 E. 32nd St. (bet. 5th & Madison Ave.) **$40**
212 213-0077

Ko **Hyo Dong Gak***
51 W. 35th St. (bet. 5th & 6th Ave.) **$20**
212-695-7157

Ko **Kang Suh**
1250 Broadway (at 32nd St.) **$30**
212-564-6845

Ko **Komtang House***
32 W. 32nd St. (bet. 5th Ave. & Broadway) **$15**
212 947-9482

Ko **Kum Gang San***
45 W. 32nd St. (at Broadway) **$20**
212-967-0909

Korea T **Kunjip Restaurant**
9 W. 32nd St. (bet. 5th Ave. & Broadway) **$15**
212-216-9487

Ko **Madangsui***
35 W. 35th St. (bet. 5th & 6th Ave.) **$30**
212-564-9333

Korea Town **Seoul Garden**
34 W. 32nd St. (bet. 5th Ave. & Broadway) **$20**
212 736-9002

Korea Town **Shilla**
37 W. 32nd St. (bet. 5th Ave. & Broadway) **$25**
212-967-1480

West Village **Do Hwe**
55 Carmine St. (at Bedford St.) **$27**
212-414-1224

East Village **Bon Chon**
8 St. Marks Pl. (bet. 2nd & 3rd Ave.) **$20**
212-228-2687

East Village **Dok Suni's**
119 1st Ave. (bet. 7th St. & St. Marks Pl.) **$20**
212-477 9500

Lower Mhn **Kori**
253 Church St. (bet. Leonard & Franklin St.) **$20**
212-334-0306

F **Dokebi***
159 Grand St. (bet. Driggs & Bedford Ave.) **$25**
718-782-4424

Queens **KOREANA***
138-20 34th Ave. Flushing, NY 11354 **$25**
718-713-0252

We **Kalbi House**
281 Central Ave. White Plains, NY 10606 **$20**
914-328-0251

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485 Main Street Fort Lee, NJ 07024 **$23**
201 242-1333

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110 Broad Ave. Palisades Park, NJ 07650 **$18**
201 945-6300

Co **Pinehill Restaurant**
123 Paramus Rd Paramus, NJ 07652 **$20**
201-843-0170

THAI

Upper Ve **Long Grain**
2534 Broadway (at 96th St.) **$22**
212-666-0899

Up **Eat Thai**
1429 3rd Ave (bet. 80th & 81st St.) **$15**
212 772-1194

Upper East **Spice**
1475 1st Ave (at 77th St.) **$20**
212-744-6374

Upper Eas **Spice**
1411 2nd Ave (bet. 73rd & 74th St.) **$20**
212-988-5346

Upper East **Vieng Ping**
1383A 2nd Ave (bet. 72nd & 73rd St.) **$22**
212-249-8484

Midtow **Aceluck Thai**
530 9th Ave (bet. 39th & 40th St.) **$15**
212-594-7093

M **Aura Thai**
462 9th Ave (bet. 35th & 36th St.) **$14**
212-571-8530

Midtown West **Bangkok House**
360 W. 40th St (bet. 8th & 9th Ave.) **$18**
212-541-5943

Midtown West **Breeze**
681 9th Ave (bet. 45th & 46th St.) **$25**
212-262-7777

Midtown West **Chai Home Kitchen**
530 9th Ave (at 55th St.) **$30**
212 707-7778

Midtown West **Chonpen Thai**
791 9th Ave (at 51st St.) **$20**
212 586-6808

M West **Heng 2 Thai Bistro**
752 10th Ave (bet. 51st & 52nd St.) **$15**
212-765-7900

M West **Pam Real Thai 47**
402 W. 47th St (bet. 9th & 10th Ave.) **$20**
212-315-4441

Midtown West **Pam Real Thai 49**
404 W. 49th St (bet. 9th & 10th Ave.) **$20**
212 333-7500

Midtown West **Pongsri Thai***
244 W. 44th St (bet. Broadway & 8th Ave.) **$25**
212 582-3332

M West **Q2 Thai**
765 9th Ave (bet. 52nd & 53rd St.) **$15**
212-262-2236

Midtown Wes **Room Service Midtown**
690 9th Ave (bet. 47th & 48th St.) **$25**
212 582-0095

Mi West **Thai Palate**
534 9th Ave (bet. 39th & 40th St.) **$15**
212-279-9691

Midtown West **Thai Select**
472 9th Ave (bet. 36th & 37th St.) **$12**
212-695-9320

Midtow West **Topaz Thai**
127 W. 56th St (bet. 5th & 7th Ave.) **$15**
212 957-8020

Midtown West **Viv Bar & Restaurant**
717 9th Ave (at 49th St.) **$20**
212-581-5995

Mi Wes **Yum Yum 3***
656 9th Ave (at 46th St.) **$15**
212-956-0639

M West **Yum Yum Bangkok***
650 9th Ave (bet. 45th & 46th St.) **$15**
212 262-7244

Midtown We **Yum Yum Too***
662 9th Ave (at 46th St.) **$20**
212-247-9228

Midtown East **DBAD**
222 E. 53rd St (bet. 2nd & 3rd Ave.) **$25**
212 308-5581

Midtown East **Rein Thai Restaurant***
220 53rd St. (bet. 2nd & 3rd Ave.) **$15**
212 752-3333

Midtown East **Talent Thai Kitchen**
210 E. 34th St (bet. 2nd & 3rd Ave.) **$11**
212 725-4188

Chelsea **Pad Thai**
114 4th Ave (bet. 16th & 16th St.) **$20**
212-674-8226

Ch **Pongsri Chelsea**
195 W. 23rd St (bet. 6th & 7th Ave.) **$20**
212-645-2808

Chelsea **Regional Thai***
208 7th Ave (bet. 21st. & 22nd St.) **$15**
212-807-6672

Chelsea **Room Service**
105 8th Ave (bet. 19th & 19th St.) **$20**
212-691-0295

Chelsea **Royal Siam**
240 8th Ave. (bet. 22nd & 23rd St.) **$25**
212-741-1732

Chelsea **Silom Thai**
150 9th Ave (bet. 17th & 18th St.) **$20**
212-675-0060

Ch **Spice**
159 8th Ave (at 20th St.) **$20**
212 243-1116

Chelsea **Thai Chat-Yo**
233 9th Ave (bet. 24th & 25th St.) **$11**
212-498-2170

Gra **Bangkok 2 Thai***
348 1st Ave (bet. 20th & 21st St.) **$14**
212-473-4480

Gramercy **Jaiya Thai**
396 3rd Ave (bet. 29th & 29th St.) **$20**
212-889-1330

Gr **Lemongrass Grill**
13 E. 34th St (bet. 3rd & Lexington Ave.) **$15**
212 213-3317

Gramercy **Rhong Tiam**
31 E. 21st St (bet. 5th Ave. & Broadway) **$20**
212-420-7500

Gramercy **Teen Thai Cuisine**
17 E. 31st St (bet. Madison & 5th Ave.) **$15**
212 213-3773

Gramercy **Toon Thai Cafe***
435 Park Ave S (bet. 29th & 30th St.) **$25**
212-444-0999

West Village **Golonge**
149 W. 4th St. (at 6th Ave.) **$15**
212 228-4267

West Village **SEA**
635 Washington St (at W. 12th St.) **$15**
212 243-3333

West Village **Tee Thai Food*** $20
3 Greenwich Ave (6th Ave & Christopher St) 212-929-9898

East Village **Kati Thai Cuisine** $11
347 E 14th St (bet 1st & 2nd Ave) 212-533-2040

East Village **Kloeg** $15
7 St. Marks Pl (bet 2nd & 3rd Ave) 212-505-9955

East Village **Spice** $20
39 E 13th St (bet Broadway & Univ sq) 212-992-9758

East Village **Spice** $20
104 2nd Ave (at 6th St) 212-533-9300

East Village **Toi Thai** $12
78 E 1st St (bet 1st Ave & Ave A) 212-777 2552

Lower Mhn **Hi Thai** $14
123 Ludlow St (bet Delancy & Livingston St) 212-677 7624

Lower Mhn **Kema Ice** $25
113 Ludlow St 2 Fl (Delancy & Rivington St) 212-353-8956

Lower Mhn **Poogsri Chinatown** $20
106 Bayard St (at Baxter St) 212-349-3132

Lower Mhn **Sticky Rice** $15
85 Orchard St (bet Grand & Broome St) 212-274-8208

Soho **Kittichai** $38
60 Thompson St (bet. Broome & Spring St) 212-219-2000

Soho **Peep** $20
177 Prince St (bet Thompson & Sullivan St) 212-254-7337

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124 N 6th St (at Berry St) 718-599-5539

Brooklyn **Lily Thai** $15
615 Grand St (bet. Leonard & Lorimer St) 718-218-7522

Brooklyn **Pagoda Thailand** $30
333 Graham Ave. (Devoe & Metropolitan Ave.) 718-388-6445

Brooklyn **SEA** $20
114 N 6th St (at Terry St) 718-384-8850

Brooklyn **Toi Thai** $30
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Long Island **Pheo Restaurant** $35
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Upper West **Saigon Grill*** $25
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Korea Town **PHO32 & SHABU*** $20
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351 2nd Ave (bet. 22nd & 23rd St) 212-725-7770

West Village **Saigon Market** $25
53 University Pl (bet 11th & 12th St) 212-982-3891

Lower Mhn **Nha Trang** $15
87 Baxter St (bet Bayard & Canal St) 212 233-5948

Lower Mhn **Pho To Do** $12
102 Bowery St. (bet Hester & Grand St.) 212-966-2666

Tribeca **Viet Cafe** $25
346 Greenwich St. (bet Jay & Harrison St.) 212-431-5699

Brooklyn **Nicky's Viet** $9
311 Atlantic Ave (bet Hoyt & Smith St.) 718-855-8838

OTHER

Upper West **Asie Kao** $25
710 Amsterdam Ave (bet 94th & 95th St) 212-280-8871

Upper West **Asiate** $135
80 Columbus Cir. 35 Fl (at 60th St.) 212-805-8800

Upper East **88 Fusion** $20
1606 2nd Ave (at 88th St) 212-289-4636

Upper East **Amber*** $25
1406 3rd Ave (at 80th St) 212-244-5020

Upper East **Goho** $31
1426 3rd Ave (at 81st St.) 212-285-4798

Midtown West **Blue Ribbon Sushi Bar & Grill** $61
308 W 58th St. (bet. 8th & 9th Ave) 212-397-0404

Midtown West **Ree 57** $45
60 W 57th St (at 6th Ave.) 212 307 5656

Midtown West **VYNL** $25
754 9th Ave (bet 50th & 51th St) 212-974-2003

Midtown West **Zoe Polate** $25
663 9th Ave (at 46th St) 212-582-1958

Midtown East **1066 Eno Restaurant** $25
1068 1st Ave (at 58th St) 212-888-9808

Midtown East **Fusho Asian Cuisine** $35
1065 1st Ave (at 56th St) 212 752-6963

Midtown East **Hiroshi Japanese Fusion** $18
585 3rd Ave (bet 38th & 39th St) 212-661-5288

Midtown East **Jazz at Kitano** $35
The Kitano Hotel, 66 Park Ave (at 38th St) 212-885-7123

Chelsea **Rice on Lexington Ave** $20
115 Lexington Ave (at 28th St) 212-686-5400

Gramercy **Oi Asian Eatery** $18
31 W 14th St (bet. 5th & 6th Ave.) 212-929-8817

West Village **Betel** $30
51 Grove St (bet. Bleaker St & 7th Ave S.) 212-352-0480

West Village **Cafe Asean** $22
117 W 10th St (bet 6th & Greenwich Ave) 212-633-0348

West Village **Goho** $20
401 6th Ave (bet 8th St. & Waverly Pl) 212 255-3242

East Village **Freed House** $22
105 3rd Ave (at 13th St) 212 388-1838

East Village **Lucky Cheng's** $30
24 1st Ave (bet 1st & 2nd St) 212-473-0516

East Village **Prime & Beyond New York** $35
90 E 10th St. (bet 3rd & 4th Ave) 212-505-0033

East Village **Stand4** $20
28 E 12th St (bet Univ Pl & 5th Ave) 212-488-5800

Lower Mhn **Rice*** $15
292 Elizabeth St (bet Houston & Bleecker St) 212 226-5775

Lower Mhn **Yushi** $12
250 Vesey St. 4 World Financial Center 212-945-3096

Brooklyn **Blue Ribbon Brooklyn** $55
280 5th Ave (bet 1st St & Garfield Pl) 718-840-0404

Brooklyn **Purple Yam** $30
1314 Cortelyou Road (bet. Argyle & Rugby Rds) 718-940-8188

Brooklyn **Rice** $20
81 Washington St (bet. York & Front St.) 718-222 9990

Long Island **TOKU** $55
2014C Northern Blvd Manhasset, NY 11030 516-627 8658

New Jersey **AOZORA Restaurant** $30
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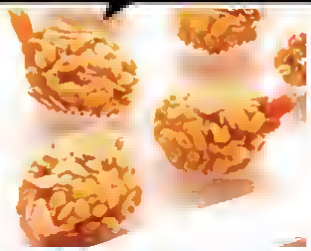
Regionality is trending in Lychee House. It employs specialty chefs to ensure high standards across all the regions they represent. The dim sum chef presents handmade Cantonese style tidbits like steamed *Roast Pork Buns*, super fresh *Seafood Shu Mai* and colorful *Vegetarian Spring Rolls*. The best part is that unlike classic weekend afternoon dim sum, here it is made to order all day long. Shanghai cuisine is best exemplified in *Chef Ken's Fried Rice* and *Soup Dumpling with Pork and Crab Meat*. The *Dry Sautéed Shredded Crispy Beef* is one of the most popular dishes bringing in Szechuan influence.

Those looking to unwind will be happy to explore the full bar menu. Blended cocktails like the *Red Lotus* made with lychee liquor, cranberry juice and vodka and the *Lychee Sangria* round out a selection of Chinese beers and wine. Bright colors, bold presentation, and genuine hospitality make Lychee House the perfect place for entertaining large groups of guests or an exciting dinner for two.

Lychee House
141 E. 55th St. (bet. 3rd & Lexington Aves.), New York, NY 10022
TEL. 212-753-3300 / www.lycheehouse.com
Mon-Fri 11:30 am-10:30 pm, Sat-Sun 12 pm-10:30 pm

Spicy and sweet, the *Crispy Palace Prawns* are with crunchy ground honey walnuts.

Fresh green bok choy accompanies beautiful shiitake mushrooms covered with chef's special sauce



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576 2nd Ave. (32 & 31 St.)
566 2nd Ave. (31 & 32 St.)
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154 Lexington Ave. (30 & 31 St.)
50 Lexington Ave. (25 & 26 St.)
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535 Hudson St. (Hudson & Charles)
576 Hudson St. (Hudson & W. 11)
329 Bleecker St. (Bleeker & Christopher)
209 Varick St. (Varick & W. Houston)
133 Varick St. (Varick & King)
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3378 W. B way (W. B way & Grand St.)
143 Prince St. (W. B way & Prince St.)
482 W. B way (W. B way & W. Houston)
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The Inseparable Bond between Gyoza and Beer

Juicy, nutty and crusty—. Yaki-gyoza, or pan-fried gyoza dumplings are without a doubt one of the most popular Japanese comfort foods, and golden brown gyoza are absolutely mouth-watering. They are enjoyed as a snack, a side dish and even as a main dish, but what drinks pair well with them? The first thing that comes to mind is beer. Although neither gyoza nor beer are native to Japan, they are things that have developed into Japanese original flavors from imports that came with the tide of modernization. The Japanese version of gyoza have thinner, crustier skin and a more delicate flavor than the Chinese original, as this style suits the Japanese palate. The flavor of beer was also adjusted to meet the country's food culture, thereby modeled after Pilsner type beer. It is easy to see why the two are inseparable. Here GYOZA IINKAI (The Committee of Gyoza) calls upon two beer professionals to help delve into why the Japanese crave this pairing of gyoza and beer so badly.

The two experts GYOZA IINKAI consulted were Sapporo U S A , Inc.s Executive Vice President of Corporate Business Planning Shinichi Sato and Sales & Marketing Manager for Sapporo Brand, Masataka Soda. Soda reveals that in Japan, beer occupies a solid position as the "first drink" at a dinner or party. People will begin with beer before they move onto sake, shochu or other drinks as time passes. Therefore, it makes sense that beer is a natural accompaniment to gyoza, which is usually eaten earlier in a meal, and it is especially popular at gyoza specialty shops, barbeque restaurants and izakaya.. Soda attributes this to the fatty or oily nature of the foods offered there. "When you go somewhere for gyoza, grilled or fried chicken or tempura, you are going to want something lighter like beer to complement these heavier tastes. For pan-fried gyoza it is said that beer helps to cleanse the palate, in the same way that ginger does for your mouth when you eat sushi."

Sato adds that you can't downplay the affinity between beer and gyoza as perceived by your brain, as opposed to just your tongue. "I believe that there is a conditioned response that determines whether something tastes good or not, as decided by your neural pathways." GYOZA IINKAI probed Sato further for the details of his theory. "Of course children do not like beer's bitter taste, but from the time they are young they love eating gyoza. So when they become adults and are able to enjoy beer's bitterness, there is an automatic association within the brain between beer and those memories of delicious gyoza," he shares. "In this way, even by just using your chopsticks to cut into gyoza and release its smell will cause this response to be repeated every time."

Sapporo has a full lineup of beer from the best-selling Premium to the all-malt Reserve to the low calorie, low alcohol Light, so what are optimal gyoza pairings for each type? Soda explains, 'Both Premium and Reserve are full-bodied beers, so they would go best with meat gyoza. Vegetable gyoza are less heavy so I would recommend the Light. Pilsner would go with just about anything!"

Both men do indeed practice what they preach. Soda says there is nothing he looks forward to more than having gyoza with beer at his local izakaya, and Sato keeps a supply of gyoza in his freezer so that he can easily defrost them to enjoy with beer at any time. Gyoza and beer is a time-tested, winning combination that adds another dimension to traditional Japanese cuisine. Enjoy the exquisite pairing of gyoza and beer at Japanese restaurants in New York.

GYOZA IINKAI TEL: 503-505-5783

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Real Deal at Sushi Lounge

St. Mark's Place in the East Village has always played a key role in the food scene in New York, offering newfangled restaurants and cafés with an interesting ethnic mix. The most important considerations on this street, however, are taste and price. *Sushi Lounge*, located on the corner of Avenue A and St. Mark's Place, presents irresistible Japanese dishes—including sushi and ramen—at incredibly reasonable prices.

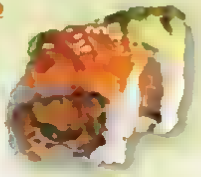
Among Sushi Lounge's many offerings, sushi rolls—especially the more than 20 *"New York POP Creation" rolls*—are always bestsellers. From the somewhat conventional *Dragon, Spider,* and *Philadelphia rolls* to Sushi Lounge's original *Titanic, Lounge,* and *Love Eel rolls* to non-seafood rolls such as *Nuts Miso Chicken*, there is something for everyone. But what makes you grin is the price. All sushi is 50% off all day (with a minimum $16 order per person). Considering the average price of a New York POP Creation roll is $9.75 and that of a traditional roll (known on the menu as a "Tokyo Standard" roll) is $5.50, you can easily order two or three rolls, which will fill you up with no problem.

In addition to this great sushi deal, Sushi Lounge also has a happy hour from 10 pm until closing during which *Kirin Ichiban* beer and select Japanese cocktails are 50% off. A variety of ramen choices are also available at amazing prices. Whether you come alone or have a big party, only Sushi Lounge can please both your taste buds and budget.

Sushi Lounge
132 St. Mark's Pl
(at Avenue A)
New York, NY 10009
TEL. 212-598-1188
www.sushiloungenyc.com

(Sister restaurant)
Noodle Café Zen
31 St. Mark's Pl. (bet. 2nd & 3rd Aves.)
New York, NY 10003 TEL. 212-533-6855 www.zensushinyc.com

TOP 5 Rolls at Sushi Lounge



Titanic
Spicy tuna with salmon and avocado outside, ***$9.75***

Three very different yet compatible ingredients create an amazing harmony in your mouth. Enjoy the medley of flavors and textures of the creamy and mild avocado, rich and fatty salmon, and spicy and chunky tuna.

Spicy Dragon Roll
BBQ eel, cucumber, and mayonnaise with avocado outside. ***$11.25***

Topped with Sushi Lounge's original, thick sauce featuring kochujan, this hot version of the traditional Dragon Roll presents an amazing balance of spiciness, nuttiness, and a touch of sweetness.

Lounge Roll
Shrimp tempura, avocado, cucumber, and mayonnaise with fish roe outside, ***$9.75***

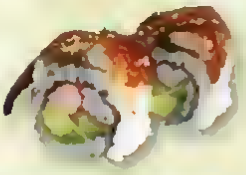
The crispy texture of tempura and subtle flavors of shrimp, avocado, and cucumber are elegantly wrapped in mayo in Sushi Lounge's signature roll. Fish roe gives the roll kick in both flavor and color, making it more enticing.

Spicy Tuna Roll
Spicy tuna rolled in a traditional style ***$5.50***

What makes Sushi Lounge's Spicy Tuna Roll stand out is the generous amount of tuna filling. Mixed with spices and fresh ingredients like scallions and ginger, the filling has a unique spiciness that attacks you gradually, not with a sudden blow.

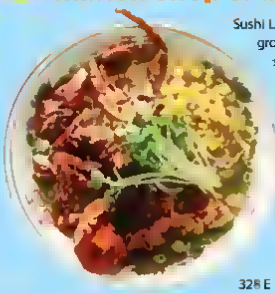
Love Eel
Crab stick, asparagus, and avocado with eel outside ***$10.75***

The hearty and nutty flavor of grilled eel and its accompanying sauce is always appetizing. The eel wraps around the refreshing and lighter ingredients, creating an interesting balance. This is a roll for those who are not fans of raw fish.



Coming Soon!

Ramen Shop of the Next Generation, Zen 6



Sushi Lounge is now opening a new ramen house, Zen 6, in its home ground, the East Village. Zen 6's signature style highlights thin, straight noodles with firm texture in tonkotsu base soup, and an abundance of maayu (roasted garlic oil) atop gives body and kick to it. Their exciting menu features two categories: Tokyo Standard, including traditional style ramen like shoyu, miso, and tonkotsu, and New York Pop, including creative ramen such as *Philadelphia Ramen, California Ramen, Oyster Ramen* and *Spider Ramen* [pictured]. You can choose thick noodles if you like, and they can adjust the firmness of the noodles upon request. Ramen's perfect sidekick, gyoza dumplings, are all handmade in the restaurant. It's the ramen shop for the next generation!

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LIFESTYLE

BEAUTY INTERVIEW — Hideki Murakami *of* *Salon Oasis*

FOCUS — Tackling the Japanese Language Proficiency Test (JLPT)

LEARNING — Japanese Crossword

TRAVEL — HAKATA: Japan's Comfort Food Capital

LISTINGS — Beauty
Health
School
Shop

Healthy Hair Makes an Ideal Hairstyle

Beauty Interview: Hideki Murakami of Salon Oasis

What are the unique aspects of your salon?

We try to make enough time to offer thorough hair services from consultation to aftercare advice. We take an hour for a cut appointment, for example. We also create an atmosphere where our customers can fully relax while receiving hair services.

Regarding your hair services, what are the things you are particular about?

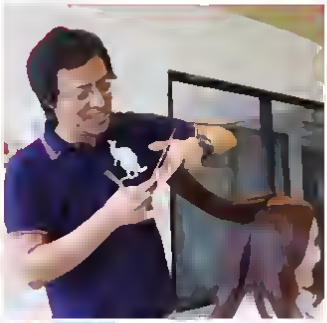
In general, the hairstyle done at a hair salon always looks good, but if the customers cannot reproduce the styles at home, that's useless. So, I try to create a style that can be easily reproduced at home. I also have a forte for doing a perm while repairing hair.

How can you do that? Could you share the secret?

After examining the hair, I carefully choose the best hair products for the type of hair and adjust the length of the application time. In our salon, we often give mini products for home care to the customers. We found an excellent brand called Nano Amino. Actually, we were introduced to it by one of our regular customers who had a serious hair problem from her recent medical treatment. As soon as we tried the product, we were absolutely charmed with its effect. So, to let as many customers as possible try and feel the effects, we offer the Nano Amino treatment for $30 and up, which is a huge bargain. Healthy hair is a very basic step to getting an ideal hairstyle, without a doubt.

Are there any hair care tips for changing gears from summer to fall?

Applying treatment is the best way to repair the damage. If you don't have time to come to the hair salon, just do that at home continuously.



After working in salons in Westchester for about 15 years, veteran hair stylist, Mr. Murakami, opened Salon Oasis in Fort Lee in 2005. At the salon, first time customers receive hair cuts at 20% off.

Salon Oasis
170 Main St. (bet. Palisades Ave. & Schlosser St.), 2nd Fl.
Fort Lee, NJ 07024
TEL. 201-242-0554 / www.salon-oasis.net

Patient's Voice

A patient who had multiple cosmetic surgeries, Eyelid rejuvenation, nose reshaping, jawline alteration

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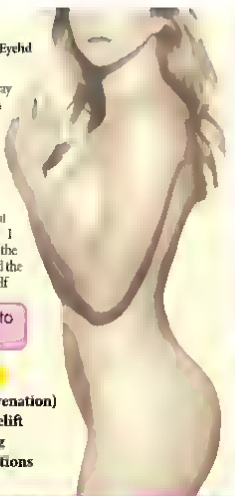

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Upper East — Michi*
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212-752-9229 — $50–

Upper East — Tokuyama Salon*
230 E. 83rd St. (bet. 2nd & 3rd Ave.)
646-688-8505 — $60–

Upper East — Tomoko Shima Hair Salon*
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545 9th Ave. (bet. 37th & 38th St.)
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Midtown West — Mitzu
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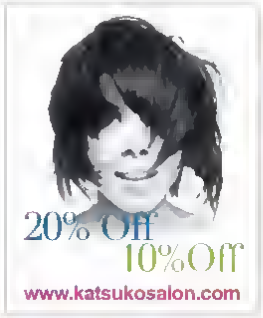

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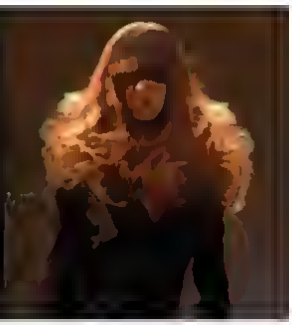
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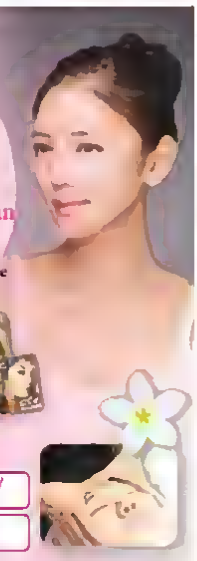
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131-10 11th Ave. College Point, NY 11356 718-939-8300 $35-

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VOL. 5

Being happy myself makes my customers happy

HAYATO New York is the headquarters of a salon chain that has branches in Tokyo and London. Having served fashion-savvy New Yorkers for 20 years, the salon has been home to a number of excellent stylists. To give you a sense of the salon's features and the secret to its longevity, we will interview each of the ten HAYATO New York stylists in upcoming issues.

What led you to come to NY?

I started my career in Japan before heading overseas I first worked in salons in Kanagawa Prefecture for five years, and then I worked in a Japanese salon in Sydney for one year Now I've been working at HAYATO New York for two years I've always been interested in working outside Japan, seeing the world, and interacting with people from different cultural backgrounds

What do you like about HAYATO New York?

I like a lot about the teamwork here, which helps us improve skills and services for customers All the staff is divided into three teams, and every morning each team holds a meeting and discusses problems and solutions for the day This morning, for example it's expected to rain, so we talked about what we could do when it's raining We should be ready to help with customers' umbrellas and offer towels, as well as consider hair conditions in rainy weather

You now have an eight-year career in this industry. Have you established your signature style?

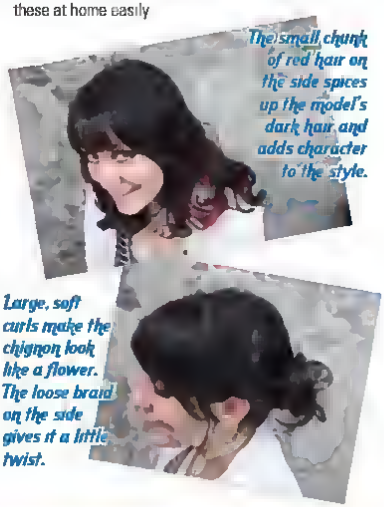
I don't know that this is my signature, but I like digital perms Digital perms create natural waves that can be styled at home very easily Customers being able to care for their hair easily at home is a priority for me Also, this is not my individual signature, but HAYATO New York is known for giving head and shoulder massages to our customers We spend almost half an hour on the shampoo and massage for each customer

What do you keep in mind as a hair stylist?

I try to keep a smile in my heart Being happy myself makes my customers happy, I believe

Please describe the styles you created this time.

I created two styles for semi-long hair one is for hair that's down, and the other is an updo Although they both feature feminine, large, soft curls, they are not for dressy situations—instead they are good for an everyday look, as casual as, say jeans For the hair that is down, I dyed a little bit of hair red in order to give it a cute edge For the updo I made one small braid and then loosely tied the hair in the back and made a chignon These are relaxed styles, so it's okay even if it looks a little straggly Anyone can do these at home easily



The small chunk of red hair on the side spices up the model's dark hair and adds character to the style.

Large, soft curls make the chignon look like a flower. The loose braid on the side gives it a little twist.

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Garlic Vinegar

Effect:
Good for poor blood circulation, fatigue and insomnia

1. Place peeled garlic cloves in salt water to remove unwanted bitterness
2. Wash the garlic cloves and dry them
3. In a large bottle, submerge garlic cloves in 720 ml (24.3 oz) of any white liquor and 250 g (0.55 lbs) of granulated sugar
4. Leave in a cool, dark place for 2-3 months

Directions Good to drink a bit before bed

Pickled Garlic in Honey

Effect:
Good for recovery due to fatigue or hangovers

1. Wash small sized peeled garlic cloves (if large, cut into two) about 250 g (0.55 lbs), with water
2. Leave the garlic out to dry
3. In a jar, place garlic cloves in a generous amount of honey, enough to cover them
4. Leave for 1 month in the fridge

Directions Eat 2-4 daily

Plum Vinegar Drink

Effect:
Good for strengthening liver function

1. Use a toothpick, needle or bbq skewer to poke holes all over the peel of green plums
2. In a glass jar, alternately place in layers about 1kg (2.2 lb) each of plums and rock sugar
3. Completely submerge and cover the plums and sugar in vinegar
4. Seal and store in a cool, dark place for 1-2 months

Directions Before drinking, dilute with 3 parts water to 1 part vinegar

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JAPAN POP QUIZ

Among the following Japanese novelists, who has won the Nobel Prize in literature?

1. Haruki Murakami
2. Yukio Mishima
3. Yasunari Kawabata
4. Shusaku Endo

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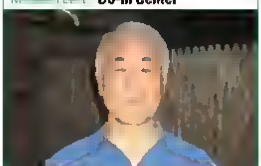
37 W. 46th St. 3 Fl (bet. 5th & 6th Ave.) | 212-575-1303 | $120 /60min

Midtown West — Salon de Tokyo
200 W. 57th St. #1308 (at 7th Ave.) | 212-757-2187 | $70 /60min

Midtown East — Do-in Center



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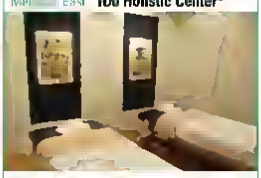
141 E. 55th St. 2E (bet. Lexington & 3rd Ave.) | 212-657-9114 | www.doinseitai.com | Seitai

Midtown East — ease NY LLC
16 E. 41st St. #2 (bet. Madison & 5th Ave.) | 212-661-5151 | $75 /50min

Midtown East — Herbal Fairy Wellness Spa
333 E. 49th St. Lobby O (bet. 1st & 2nd Ave.) | 212-213-3699 | $90 /60min

Midtown East — iDo Holistic Center★



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22 E. 49th St. (Madison & 5th Ave.) | 212-599-5300 | www.idocenter.com | $90 /hour

Midtown East — Kenkudo Inc
211 E. 53rd St. (bet. 2nd & 3rd Ave.) | 212-593-0099 | $90 /60min

Chelsea — Cowhicks Japan★
137 W. 19th St. (bet. 6th & 7th Ave.) | 212-807-2123 | $40 /30min

East Village — Kensy
229 E. 9th St. 2 Fl. (bet. 2nd & 3rd Ave.) | 212-253-6171 | $45 /60min

Lower Manhattan — Health Trail CO.
23 Pell St. 2 Fl. (bet. Mott & Doyers St.) | 212-608-2212 | $45 /60min

Lower Manhattan — Whole Health Wellness Center & Med Spa
34 Howard St. 2 Fl. (bet. Bowery & Crosby St.) | 212-925-9996 | $55 /60min

New Jersey — Endo Seitei Shiatsu NJ
23 Kingsland St. 2 Fl. Nutley, NJ 07110 | 973-951-2939 | $90 /60min

ACUPUNCTURE

Midtown West — Nihon Medical Group
15 W. 44th St. 10 Fl. (bet. 5th & 6th Ave.) | 212-575-0910 | $60 & up

Midtown West — Vital Balance Healing Center
241 W. 37th St. #405 (bet. 7th & 8th Ave.) | 212-470-9256 | $95 /60min

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161 W. 54th St. #21 (bet. 6th & 7th Ave.) | 212-265-7588 | www.yamaguchi-acupuncture.com | Acupuncture

Midtown East — Acumed Center★
150 E. 58th St. #1C (bet. 3rd & Lexington Ave.) | 212-486-1877 | $90 /60min

Midtown East — Amy Natura Center
137 E. 47th St. 1 Fl. (3rd & Lexington Ave.) | 212-317-2720 | $80 /visit

Chelsea — Love & Compassion
48 W. 21st St. 7 Fl. (bet. 5th & 6th Ave.) | 212-242-8701 | $140 /120min

Chelsea — SuHu Netural Health
1 Union Sq. W. #715 (at E. 14th St.) | 212-691-8281 | $90 /visit

Queens — Chen Gui
133-47 Sanford Ave. #1G Flushing, NY 11355 | 718-961-7222 | $60 /45min

Long Island — Kimura Acupuncture
637 Willis Ave. Williston Park, NY 11596 | 516-512-1292 | $40/acu $40/ear

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Midtown West — Nihon Medical Group
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Midtown East — Heruyo Fujiwaki PhD
117 E. 57th St. #1A (bet. Lex & Park Ave.) | 212-206-2627 | Psychologist

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Midtown East — Japanese Medical Practice
55 E. 34th St. 2 Fl. (bet. Park & Madison Ave.) | 212-889-2119 | General Clinic

Midtown East — Midtown Dental Group
155 E. 55th St. #301 (bet. Lex. & 3rd Ave.) | 212-758-5595 | Dentist

Midtown East — Morledge Medical
150 E. 58th St. 19 Fl. (at Lexington Ave.) | 212-583-2630 | Clinic

Chelsea — Haruno Miyamoto SW
364 W. 18th St. #3C (bet. 8th & 9th Ave.) | 347-403-3508 | Social Worker

New Jersey — Edgewater Family Care Center
725 River Rd. #202 Edgewater, NJ 07020 | 201-943-4040 | General Clinic

New Jersey — Japanese Women's Center
470 Palisade Ave. 3 Fl. Teaneck, NJ 07666 | 201-747-2284 | OBGYN

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TACKLING THE JAPANESE LANGUAGE PROFICIENCY TEST (JLPT)

It is not unusual to find non-native Japanese speakers in New York, but within this group some people wish to take their language ability to the next level. A recent visit to Hills Learning language school revealed some students who are currently working at Japanese companies and hope to brush up their skills, and others who aspire to work at Japanese companies and want to prove their linguistic competency. Still others are looking for a challenge or just want to assess where they stand in regard to their Japanese.

No matter what their motivation, they are all striving to pass the Japanese Language Proficiency Test (JLPT), a standardized test administered by the Japanese Ministry of Education that has five levels for certifying the language ability of non-native speakers. These students are in a Level 2 preparation class for the JLPT, which is administered at the end of every year. To get ready for this test, Hills Learning offers a fall course comprised of 16 bi-weekly 90 minute classes from September to November that focus on vocabulary and grammar on Monday and reading on Thursday, as well as a simulation test in October.

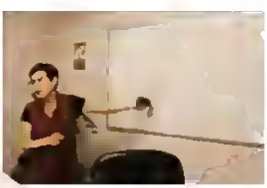
Their teacher Sayoko Maeshima identifies the difficulty of kanji (Chinese characters) as one of her student's biggest issues. "Of course if they can't read the kanji they won't be able to understand its meaning, but being able to read it doesn't guarantee that they know what it means. Without this, overall understanding is lost. The challenging part of the JLPT is that it has answers that are very similar to one another, so it is hard to differentiate which one is correct."

However, this is a challenge that the students gladly accept, many for reasons connected to their careers. Iaisha Smith currently enjoys works at a Japanese company, and she believes that passing the test will improve her skills. "I do a lot of translation such as marketing documents, so being able to read more kanji and increase my understanding of grammar would help me at work." Kendall Murano passed the old version of Level 2 five years ago, but she wants to attempt the new version as well. She shares, "I worked for a Japanese company before, and now I'm thinking about going back so I want to make sure my Japanese level is where it needs to be." According to Maeshima, JLPT N2 features middle school level Japanese, the minimum requirement for employment at a Japanese company.

The intimacy of the class is what appeals to Smith, as it allows for plentiful one on one interaction with Maeshima. "She can easily see what I need to focus on, and makes sure that I study the kanji I need to keep up with what's going on in class." Murano appreciates the chance to expand her Japanese language foundation. "Thanks to this class, I am able to establish a kanji base that I can then apply to new vocabulary." With Hills Learning in their corner, they will both surely have successful results on the JLPT this December.

——Reported by *Stacy Smith*

Mastering kanji is the hardest part for most JLPT takers



There are a lot of homonyms in Japanese. Knowing which kanji is applied to the correct word is important for understanding the meaning of a sentence

Official JLPT Speed Master text books are used to study N2 level reading and N3 vocabulary

Hills Learning
380 Lexington Ave. (bet. 41st & 42nd Sts.), 17th Fl
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School Guide

The following is a list of schools where you can learn Japanese culture

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LANGUAGE

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501 Seventy Row (at Amsterdam Ave.)
212-678-4251

Midtown West — NY Japanese Language — Japanese
257 W. 39th St. 14 Fl. (bet. 7th & 8th Ave.)
646-345-8777

Midtown West — The Nippon Club/JFNY — Japanese

JF Japanese Language Course focuses on what you can do by using Japanese, and on practical activities that incorporate Japanese culture. Learn real life Japanese and explore Japanese culture with us! Visit www.jfny.org/language/overview.html for more info

145 W. 57th St. (bet. 6th & 7th Ave.)
212-581-2223 www.nipponclub.org/culture

Midtown East — Amity Language Institute* — Japanese
124 E. 40th St. #203 (at Lexington Ave.)
212-867-8374

Midtown East — Hills Learning — Japanese

Hills Learning is the only language school in Chopsticks NY that offers group classes and private lessons for Japanese as well as Korean, Chinese, Thai and English. Trial lessons are available with no mandatory materials or registration fees

360 Lexington Ave. 17 Fl. (bet. 41st & 42nd St.)
212-551-7603 www.hillslearning.com

Midtown East — ikec language institute, inc.* — Japanese
309 Lexington Ave. #300 (bet. 40th & 41st St.)
212-867-2090

Midtown East — Japan Society — Japanese
333 E. 47th St. (bet. 1st & 2nd Ave.)
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Midtown East — Language House — Japanese
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212-949-5455

Midtown East — PC Tech* — Japanese
317 Madison Ave. #600 (at 42nd St.)
212-808-4754

Midtown East — Rennert New York — Japanese
216 E. 45th St. 17 Fl. (bet. 2nd & 3rd Ave.)
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Korea Town — BYJ USA Culture Class — Japanese
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212-6012720

Chelsea — ABC Language Exchange* — Japanese
146 W. 29th St. #6E (bet. 6th & 7th Ave.)
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Chelsea — Tenri* — Japanese
43A W. 13th St. (bet. 5th & 6th Ave.)
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Tribeca — Tribeca Language — Japanese
22 Harrison St. (bet. Hudson & Greenwich St.)
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914-701-3454 www.keio.edu

Westchester — WCC/Continuing Edu* — Japanese
75 Grasslands Road Valhalla, NY 10595
914-606-6830

New Jersey — Japanese-American Society of New Jersey* — Japanese

Their language program is taught by highly trained instructors who qualified through their special certification program. Group and individual lessons are available on and off the premises as well as via Skype

304 Main St. 2nd Fl. Fort Lee, NJ 07024
201-461-5133 www.jasofnj.com

New Jersey — R/Lingo Learning Center — Japanese
2460 Lemoine Ave. #104 & 105 Fort Lee, NJ
201-947-4707

TRADITIONAL

Upper West — Ikenobo Ikebana School — Ikebana
30 W. 60th St. #6K (Broadway & Columbus)
212 757-6748

Upper West — Serkue Shodo — Calligraphy

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315 W. 91st St. (at West End Ave.)
212-247-2569 www.serkueshodou.com

Upper West — Sogetsu Ikebana School — Ikebana
201 W. 70th St. (at Amsterdam Ave.)
212-873-6115

Upper East — Urasenke Chanoyu Ctr — Sado
153 E. 69th St. (bet. 3rd & Lexington Ave.)
212-988-6161

Midtown West — Ellie's NewYork Floral Design — Ikebana
15 W. 44th St. 11 Fl. (bet. 5th & 6th St.)
212-661-3636

Midtown West — N.Y. Togei Kyoshitsu* — Pottery

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5 W. 30th St. 3 Fl. (bet. Fifth Way & 5th Ave.)
212-268-1711 www.nytogei.com

Midtown West — NIHONWASDU USA — Kimono
1410 Broadway #2616 (bet. 38th & 39th St.)
212-869-0500

Midtown West — The Nippon Club — Sado
145 W. 57th St. (bet. 6th & 7th Ave.)
212-581-2223

Midtown East — Lotus Books and Gifts — Ikebana
151 E. 57th St. 3 Fl. (bet. 3rd & Lexington Ave.)
212-744-5123

Chelsea — Ikebana Flowers New York — Ikebana
1133 Broadway #230 (bet. 25th & 26th St.)
212-255-5709

Soho — Kimono House — Kimono
131 Thompson St. (bet. Prince & Houston St.)
212-505-0232

Queens — Nesho-kai Ryukyu Dance School — Odori
242-17A Oak Park Dr. Douglaston, NY 11362
718-631-2637

Japan — Ikebono International — Ikebana
info@ikebonany.org
212-724-7097

Japan — Ohara School — Ikebana
OharaNYC@aol.com
201-365-0353

MARTIAL ARTS

Upper West — Aikido Up Here — Aikido
3 Henshaw St. (Riverside Dr. & Dyckman St.)
646-463-8700

Upper West — Kokushi Bodo Institute — Judo
332 Riverside Dr. (bet. 105th & 106th St.)
212-866-6777

Upper West — Shorinryu Matsuboyashi* — Karate
131 W. 72nd St. #2R (Columbus & Amsterdam)
212-875-8826

Upper West — Shotokan Karate-Do NY — Karate
248 W. 60th St. (bet. Amsterdam & 10th Ave.)
212 799-5500

Upper West — UWS Kenshikai Karate* — Karate
926 Columbus Ave. (bet. 105th & 106th St.)
212-222-1172

Upper East — Aikido Shoho Dojo — Aikido
350 E. 92nd St. (at 1st Ave.)
646-509-8212

Upper East — NEMMAA Keizen Karate — Karate
1766 3rd Ave. (at 93th St.)
212-828-5678

Upper East — WTKD Honku Dojo — Karate
208 E. 83rd St. (bet. 2nd & 3rd Ave.)
212-207-1307

Midtown West — D-Dojo — Karate
500 8th Ave. 12 Fl. (bet. 35th & 36th St.)
212-537-6441

Midtown West — New York Bodokai — Kendo
520 8th Ave. 18 Fl. (bet. 36th & 37th St.)
917-621-1460

Midtown West — Shinjinbukan New York* — Karate
939 8th Ave. #307 (bet. 55th & 56th St.)
917-400-9183

Midtown West — Shinkyokushinkai NY — Karate
520 8th Ave. 18th Fl. (bet. 36th & 37th St.)
646-235-0293

Midtown West — World Oyama Karate — Karate
35 W. 31st St. 5 Fl. (bet. 5th Ave. & Broadway)
212-629-7709

Midtown East — Kenshikaiken Karate — Karate
YMCA 224 E. 47th St. (bet. 2nd & 3rd Ave.)
212-756-9600

Chelsea — Bond Street Dojo — Aikido
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212-260-0527

Chelsea — N.Y. Shorin Ryu Karate — Karate
37 W. 26th St. 9 Fl. (5th Ave. & Broadway)
212-460-9600

Chelsea — New York Aikikai* — Aikido
142 W. 16th St. 2 Fl. (bet. 6th & 7th Ave.)
212-242-6248

Chelsea — Shonji Kempo NYC Branch — Karate
151 W. 26 St. 6 Fl. (bet. 6th & 7th Ave.)
917 721-9726

Chelsea — Tiger Schulmann's — Mix
39 W. 19th St. (bet. 5th & 6th Ave.)
800-863-9057

Chelsea — U.S. Budo Kai-Kan* — Mix
110 W. 14th St. 2 Fl. (bet. 5th & 7th Ave.)
212-807-7336

Chelsea — World Seido Karate* — Karate
61 W. 23rd St. 2 El. (bet. 5th & 6th Ave.)
212-924-0511

Gramercy — World Kanreikai Karate — Karate
4 W. 16th St. 3 Fl. (bet. 5th & 6th Ave.)
212-677-7228

East Village — Karate Honma Dojo — Karate
58 E. 11th St. 5 El. (Broadway & University)
212-505-3556

East Village — New York Jiu Jitsu* — Jiu Jitsu
666 Broadway Bsmt. (at Bond St.)
212-343-0310

Tribeca — Ken Zen Institute — Kendo
54 Thomas St. (bet. Church St. & West Broadway)
212-406-5104

Tribeca — Oishi Judo Club* — Judo
547 Greenwich St. (Vandam & Charlton St.)
212 966-6850

Brooklyn — Aikido of Park Slope — Aikido
555 5th Ave. (at 15th St.)
718-788-5832

Queens — School of Teijutsu — Mix
475 Onderdonk Ave. Ridgewood, NY 11385
917-440-7035

Long Island — NY Sen Ten Karate — Karate
1370A Majors Path Southampton, NY 11968
631-899-4220

Staten Island — Judo & Jujitsu Dojo — Judo
3602 Amboy Rd. Staten Island, NY 10308
718-619-0150

New Jersey — KYOKUSHIN KARATE NJ Branch — Karate
360 Old River Rd. 2 Fl. Edgewater, NJ 07020
212-547-3334

New Jersey — Ridgewood Karate School — Karate
30 Cottage Pl. Ridgewood, NJ 07450
201-447-2272

New Jersey — Yoshitsune Jujutsu Kai — Jin Jitsu
434 Broadway Bayonne, NJ 07002
201 725-8015

OTHER

Upper West — **Seelop Music Studio** — Music
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Upper East — **Saori Weaving Arts** — Other School
227 E. 67th St. (bet. 2nd & 3rd Ave.)
212-722-2696

Midtown West — **Mud, Sweat & Tears** — Pottery
554 10th Ave. (at 48th St.)
212-874-5121

Midtown West — **The Nippon Club** — Dance
145 W. 57th St. (bet. 6th & 7th Ave.)
212-581-2223

Midtown West — **The School for Strings** — Music
418 W. 54th St. (bet. 9th & 10th Ave.)
212-315-0615

Midtown West — **Toho Shoji N.Y.*** — Jewelry Making
200 5th Ave. (bet. 36th & 37th St.)
212-685-7485

Midtown East — **SOBA Making** — Cooking

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www.worldwide-soba.com

Chelsea — **CDBU** — Japanese Drum
(at W 14th St. 3 fl (bet. 5th & 6th Ave.)
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Chelsea — **Sachiyo Ito & Dance Co** — Dance
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212-627-0295

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Chelsea — **Toko Kyudojo** — Kyudo

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118 W. 22nd St., 5th Fl. (bet. 5th & 7th Ave.)
212-913-0938 www.tokokyudojo.org

Brooklyn — **forte>piano studio** — Piano
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New York — **Japanese Cooking Studio** — Cooking
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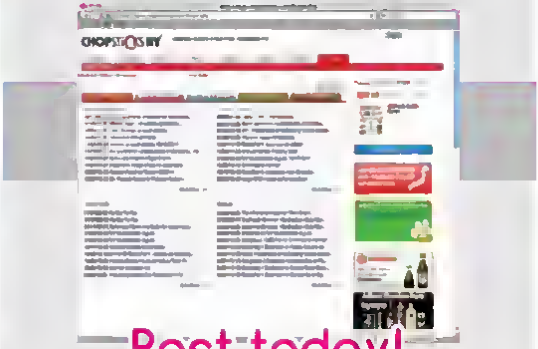

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【usage】 Just like English "excuse me," it's used when asking a question to a stranger, calling after a person, and getting attention of others. You can also use it for expressing apology.

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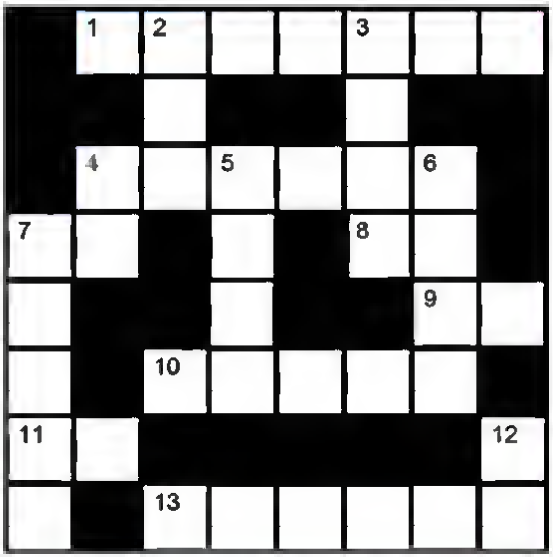

Japanese CROSSWORD

Across

1. Autumn is considered a good season for _____ (reading) in Japan
4 The second Monday of October is _____no Hi, a national holiday
7. There is no place like _____ (home/house)
8. Chimney is _____totsu
9 The unit of measurement used for temperature and humidity are both pronounced ___
10 _____(apple) is a popular fruit harvested in autumn
11. The center of a typhoon is ___, just like "eye" of a hurricane
13. _____(mushrooms) are popular wild vegetables harvested in autumn

Down

2. Haneda airport is located in the ward of Tokyo called _____-ku
3 October 1st is the day for celebrating _____
4 Osamu ___zuka, creator of *Astro Boy* is considered the father of manga
5. The cheers in a party when encouraging beer drinking
6. Diet and ___(exercise) are the key for your health
7. It is said that deities in Japan have an annual meeting at the _____ Taisha shrine
12. A particle meaning "and"

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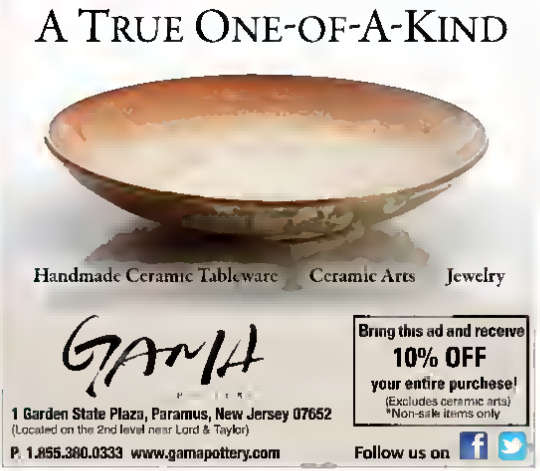

Shop Guide

The following is a list of shops where you can buy Japanese goods, services and art.

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FASHION

Upper West — Bit'z Kids*
410 Columbus Ave (bet. 79th & 80th St.) 212-724-1415 — Clothing

Upper East — R by 45rpm
17 E. 71st St. (bet. Madison & 5th Ave.) 212-737-5545 — Clothing

Upper East — Saigo Accessories
1242 Madison Ave. (bet. 89th & 90th St.) 212-534-6275 — Accessories

Upper East — SEIGO NECKWEAR
1248 Madison Ave. (bet. 89th & 90th St.) 212-987-0131 — Accessories

Midtown West — UNIQLO
31 W. 34th St. (bet. 5th & 6th Ave.) 877-486-4756 — Clothing

Midtown East — Miki House
1000 3rd Ave. (at Bloomingdale's) — Clothing

Chelsea — Juako Yoshioka
224 5th Ave. 2 Fl. (bet. 25th & 26th St.) 212-206-0302 — Clothing

Gramercy — Bradelis New York*
66 Madison Ave. (bet. 27th & 28th St.) 212 595-2223 — Lingerie

West Village — Yamak
321 1/2 Bleecker St. (bet. Christopher & Grove) 212-807-8100 — Clothing

East Village — ARGOSY
42 E. 9th St. (bet. Ave. A & 1st Ave.) 212 982-7918 — Clothing

East Village — Healthier Life

This lingerie shop offers an equation to increase women's breast by one cup size without surgery. For example, if she is 30A, she will become a 30B. The store offers bra size 30A to 38E. Please call our bra specialist to book an appointment for a brafitting session.

251 E. 4th St. (bet. Ave. B & C) 917-806-5597 www.sexysupportivebra.com — Lingerie Shop

East Village — Local Clothing
32 E. 9th St. (bet. 1st & 2nd Ave.) 212 777-0850 — Clothing

East Village — Tokio 7*
83 E. 7th St. (bet. 1st & 2nd Ave.) 212 353-0443 — Clothing

East Village — Tokyo Joe
334 E. 11th St. (bet. 1st & 2nd Ave.) 212 473-0724 — Clothing

Tribeca — Bit'z Kids Tribeca
275 Greenwich St. (bet. Murry & Warren St.) 212 571-0803 — Clothing

Tribeca — Mika Inotome
33 Reade St. 2 Fl. (bet. 6th & 9th Ave.) 212-966-7777 — Clothing

Soho — Arth
75 W. Houston St. (Wooster & W. Broadway) 212-539-1431 — Accessories

Soho — Bradelis New York*

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211 Elizabeth St. (bet. Prince & Spring St.) 212-941-5629 www.bradelisny.com — Lingerie Shop

Soho — Facial Index
104 Grand St. (at Mercer St.) 646-613-1055 — Eyewear

Soho — Kaori's Closet
71 W. Houston St. (Wooster St. & W. Broadway) 212-387-7795 — Lingerie

Soho — Miako Mintz
85 Thompson St. (bet. Spring & Broome St.) 212-627-1524 — Clothing

Soho — R by 45rpm
165 Mercer St. (bet. Prince & Houston St.) 917 237-0045 — Clothing

Soho — UNIQLO
546 Broadway (bet. Prince & Spring St.) 917 237-8800 — Clothing

Soho — Yohji Yamamoto
103 Grand St. (at Mercer St.) 212-966 9069 — Clothing

Queens — Bradelis New York*
135-20 35th Ave. #HL 219 Flushing, NY 11354 718-353 1345 — Lingerie

New Jersey — Miki House
400 Hackensack Ave. Hackensack, NJ 07601 — Clothing

J-POP CULTURE

Midtown West — Book Off*
49 W. 45th St. (bet. 5th & 6th Ave.) 212-575-1410 — Book

Midtown West — Jim Hanley's Universe*
4 W. 33rd St. (bet. 5th Ave. & Broadway) 212-268-7088 — Manga

Midtown West — Kinokuniya Bookstore
1073 6th Ave. (bet. 40th & 41st St.) 212-869-1700 — Book

Midtown West — Midnight USA
35 W. 43rd St. 2 Fl. (bet. 5th & 6th Ave.) 212-827-0502 — Video Rental

Midtown West — Midtown Comics*
200 W. 40th St. (at 7th Ave.) 212-302-8192 — Manga

Midtown East — Midtown Comics*
459 Lexington Ave. (at 45th St.) 212-302-8192 — Manga

Chelsea — Cosmic Comics
10 E. 23rd St. 2 Fl. (bet. Madison & 5th Ave.) 212-460-5322 — Manga

Chelsea — Image Anime*
242 W. 30th St. (bet. 7th & 8th Ave.) 212-631-0588 — Anime

West Village — AC Gears

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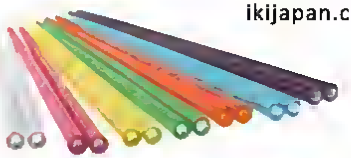

East Village **Sunrise Mart** — Video Rental
4 Stuyvesant St (bet. 3rd Ave. & 5th St.)
212-598-3040

East Village **Toy Tokyo*** — Toy
91 2nd Ave (bet. 5th & 6th St.)
212-473-5424

East Village **Video Games New York*** — J Goods
202 E. 6th St. (at 3rd Ave.)
212-539-1039

Soho **Sunrise Mart, Soho** — Video Rental
494 Broome St. (W. Broadway & Wooster St.)
212-219-0033

Brooklyn **Zakka Corp*** — Book
155 Plymouth St. (bet. Jay & Pearl St.)
718-801-8037

Queens **Anime Castle*** — Anime
36-32 Union St. Flushing, NY 11354
347-436-1235

Long Island **Anime Castle** — Anime
77 Searing Ave. Mineola, NY 11501
516-214-4424

TRADITIONAL

Upper East **Sara*** — Dishware
950 Lexington Ave. (bet. 69th & 70th St.)
212-772-3243

Midtown East **Japanese Culinary Center** — Dishware/ General
711 3rd Ave. (at 45th St.)
212-461-3333

Midtown East **Minamoto Kitchoan*** — Confec tionery
608 5th Ave. (at 49th St.)
212-489-3747

Chelsea **KYOTOYA*** — General
23 W. 19th St. (bet. 5th & 6th Ave.)
212-414-0720

East Village **Makari** — Antique/ General
97 3rd Ave. (bet. 12th & 13th St.)
212-995-5440

Tribeca **Korin*** — Dishware/ General
57 Warren St. (bet. Church St. & W. B'way)
212-587-7021

Soho **Kimono House** — Kimono

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212-505-0232 http://kimonohouse.blogspot.com

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464 Broome St. (bet. Mercer & Greene St.)
212-219-7505 www.kiteya.com — General

New Jersey **Mars New York** — General
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Upper West **Gallery Sakiko** — Gallery
155 W. 68th St. (bet. B'way & Amsterdam)
212-496-3203

Chelsea **Ippoda** — Gallery
521 W. 26th St. (bet. 10th & 11th St.)
212-967-4699

Chelsea **NYCoo Gallery*** — Gallery
1133 Broadway #335 (bet. 25th & 26th St.)
212-360-1143

Chelsea **Onishi Gallary** — Gallery
521 W. 26th St. (bet. 10th & 11th Ave.)
212-695-8035

Lower Mhn **Asian American Arts Ctr** — Gallery
111 Norfolk St. (bet. Rivington & Delancy St.)
212 233-2154

OTHER

Harlem **Absolute Piano*** — Other Goods

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Midtown West **Toha Shaji N.Y.*** — Jewelry Supply
950 5th Ave. (bet. 36th & 37th St.)
212-468-7405

Midtown East **Tarry May*** — Other Goods
153 E. 53rd St. (bet. 3rd & Lexington Ave.)
212-888-0303

Lower Mhn **The Mandarin's Tea Room** — Other Goods
21 Howard St. #201 (Lafayette & Broadway)
917 767-1091

Online **Hortissimo** — Other Goods
www.hort-ssimo.com
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www.ikijapan.com
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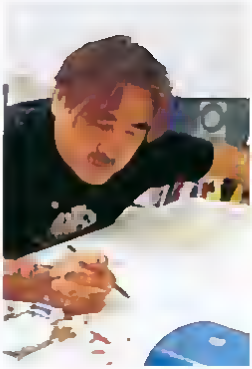
A Celebration of Yoshitaka Amano, the Visual Mastermind Behind *Final Fantasy*



It's hard to believe that it has already been a quarter of a century since the extremely popular role-playing game *Final Fantasy* was developed and released in Japan by Square/Enix (formerly Square). Even after 25 years, the series continues to offer fresh, creative visuals and excitement. The mastermind behind *Final Fantasy*'s look is one of the world's foremost fantasy and character design artists, Yoshitaka Amano.

Amano joined Tatsunoko Production in 1967—when he was 15 years old—and created the visuals for anime series such as *Gatchaman* and *Time Bokan*. In the 1980s, Amano began his work on *Final Fantasy*, creating the characters and worlds of this ever-evolving series. In addition to illustration and animation works, he has done costume and set designs for theater and film productions.

This year marks Amano's 60th anniversary at Tatsunoko and the 25th anniversary of *Final Fantasy*. In honor of this, New York Comic Con (www.newyorkcomiccon.com) has invited him to be a featured anime guest, and Dark Horse Comics (www.darkhorse.com) is releasing *The Sky: The Art of Final Fantasy*, a boxed set that includes five signed books, bonus items that showcase Amano's ethereal illustrations for the first ten *Final Fantasy* games, as well as an interview with Amano. With many features, this limited-edition boxed set covers the delicate, glamorous, and fantastic world of Yoshitaka Amano.

Amano will be appearing at the New York Comic Con on October 12 and 13, and The Sky: The Art of Final Fantasy Boxed Set will be released on October 17.

More about *The Sky: The Art of Final Fantasy Boxed Set*
www.darkhorse.com/Books/14-856/The-Sky-The-Art-of-Final-Fantasy-Boxed-Set

All images courtesy of Dark Horse Comics

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NEW YORK (JFK) 4:55PM NH1009 9:05PM (+1) TOKYO (NRT) NEW!
●Departure from Tokyo (Narita)
TOKYO (NRT) 11:00AM NH010 9:30AM NEW YORK (JFK)
TOKYO (NRT) 4:45PM NH1010 3:15PM NEW YORK (JFK) NEW!
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hakatastyle.com

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536 E 5th St Ste 2
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Yakitori Taisho
5 St. Marks Pl
(212) 228-5086 - yakitoritaisho.com

Terakawa Ramen
18 Lexington Ave
(212) 777-2939

Batten Ramen
2024 Center Ave, Fort Lee, NJ
(201) 461-5465

On the coast of Kyushu Island in southwestern Japan lies the city of Fukuoka. This cosmopolitan metropolis features a modern architecture of Asian Kooltura and famed Chinese, numerous shopping [illegible] sunny veneer of Japanese [illegible] Sc[illegible] surf [illegible] however, [illegible] tradition in Hakata Town. Not [illegible] the richness of the region mo[illegible] cuisine. From miso to sake, H[illegible] added its own touch to Japanese culinary tradition. [illegible] cuisine has found a ne[illegible] New York. Stroll the streets of Manhatt[illegible] by one of these fine establishments, and experience real Hakata-style! Learn more at **hakatastyle.com**

Donburiya
137 E 47th St
(212) 980-7909

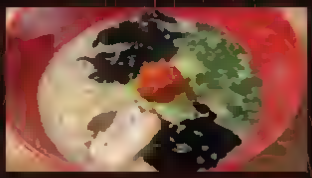
Udon West
11 St. Marks Pl
(212) 353-3490

Yakiniku West
218 E 9th St
(212) 979-9238

East Japanese Restaurant
210 E 44th St
(212) 687-5075

FUKUOKA NOW — Fukuoka's English magazine
www.fukuoka-now.com
Available at these 11 shops in NYC

Hide-Chan Ramen
248 E 52nd St
(212) 813-1800 - hidechanramen.com
* 2012 Michelin Guide recommended

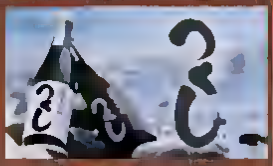


Ippudo New York
65 4th Ave
(212) 388-0088 - ippudo.com/ny/
* Voted #1 Restaurant of 2010 on Yelp

Hakata Ton Ton
61 Grove St
(212) 242-3699 - tontonnyc.com
* 2009 Michelin Guide recommended

Kansansui Sake

Premium sake, medium-dry. Kansansui is distilled using the clear water of the Yabe River and the traditional Shizukushibori method resulting in an aromatic yet mellow taste. Awarded Double Gold and Best of Show at the 2011 Wine and Spirits Wholesalers Association (WSWA) Wine and Spirits Tasting Competition.



Tsukushi Shochu

Reminiscent of sake with a lighter, refreshing taste, shochu was the drink of choice for samurai for generations. Distilled on the Island of Kyushu, Tsukushi Shochu is made from barley in small batches and fermented in the traditional way with Japanese koji. Try Tsukushi Shochu with water, on the rocks, or in a cocktail.

Yuzusco

Like a spicy lime, Yuzusco hot sauce has the perfect combination of refreshing citrus and fiery pepper. Spice up your BBQ, tacos, pasta, or other favorite dishes with this unique seasoning from Japan.

Beniotome Shochu

Distilled from a unique blend of barley, rice, and black sesame, this unique shochu will tempt even the most seasoned connoisseurs of fine spirits. Beniotome blends the intimate flavors of sesame in a patented process that leaves a mellow aroma that is pleasing to the palate.

HAKATA: Japan's Comfort Food Capital

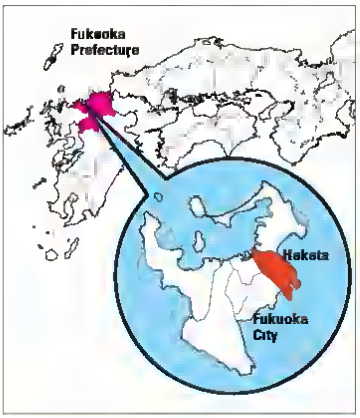
You may have enjoyed Hakata-style tonkotsu ramen but you might not know much about its origins Hakata is one of the wards in Fukuoka City in Kyushu encompassesing 31 47 square kilometers with approximately 120 000 residents Historically and culturally rich and commercially thriving, the area offers a lot for tourists to see, but first and foremost you should eat there! Hakata is no doubt the capital of comfort food

Hakata/Fukuoka is the home of new dishes such as Hakata-style tonkotsu ramen mizutaki (a light hot-pot dish with a chicken-broth base) and motsunabe (a rich hot-pot dish of flavored giblets) which have all recently been growing in popularity in the U S To enjoy these regional specialties, you should go straight to the yatais—street food vendors—that Hakata is known for Yatais are believed to have emerged right after World War II as simple, mobile sources of food and they spread across Japan For safety reasons however, many local governments have imposed strict regulations on yatais, and as a result, most of them have gone out of business Today there are few yatai districts left, and Hakata is inarguably the biggest and the most famous There are almost 150 yatais in Hakata and other neighboring regions in Fukuoka City, attracting locals and tourists alike

For those arriving from New York, ramen will be the first attraction You can enjoy authentic Hakata tonkotsu ramen which features rich cloudy pork-bone soup and thin, straight al dente noodles and compare the variations of this dish in its birthplace Another delicacy, motsunabe, has a distinctive flavor that combines a strong garlic taste, dashi broth made from bonito and konbu kelp beef or pork giblets, and an abundance of Chinese chives and cabbage Though unique and almost overpowering, this dish is low in calories which has made it popular among women these days Mizutaki another regional hot-pot specialty is more refreshing Dating back more than 100 years, this dish features chicken and a plethora of vegetables in a light—yet umami-filled—chicken-based dashi broth In addition to these yatai standards some yatais even serve French and Italian cuisine Regardless of their specialties the yatais' charm comes from the original gourmet foods they offer the open kitchen counters that allow you to watch the cooking, and the bustling atmosphere that multiplies the excitement of eating such interesting food

The yatai hour starts in the evening at around 6 pm and most of the yatais stay open until about 3 am. Eat the night away in Hakata!

Fukuoka Center for Overseas Commerce in America (FCOCA)
TEL 408-887 7956
www.myfukuoka.com
www.hakatastyle.com



Facing to Genkai-nada (Genkai Open Sea) Hakata was historically developed as a port, which worked as the hub of trade with China and the Korean Peninsula

▲ There are three main yatai districts Nakasu, Tenjin and Nagahama The neon lights of Nakasu a sandbank between Hakata River and Naka River are inviting

◀ Each yatai offers an authentic Hakata style ramen with a different twist

EASY ACCESS TO HAKATA/FUKUOKA: MORE FREQUENT MORE CONVENIENT AND MORE REASONABLE

Fukuoka City is the gateway to Kyushu Island and geographically it's remote from Tokyo and Osaka However access is quite easy Thanks to the growing market of low cost carriers (LCC) in Japan airfares have become more reasonable and the flights to Fukuoka from Tokyo* and Osaka** are more frequent. Great deals and packages on ground transportation are also available for tourists from outside countries, making a local stop-over easy Here we offer useful information on access to Fukuoka City

* LCCs are operated in Tokyo International Airport (NRT) and Haneda Airport (HND) in Tokyo area.
** LCCs are operated in Kansai International Airport (KIX).

(Airlines. Low cost career)

Peach (Flights to/from KIX)
www.flypeach.com/jp/ja-jp/home/JP.aspx
Jetstar (Flights to/from both NRT and KIX)
www.jetstar.com/jp/ja/home
Air Asia (Flights to/from NRT)
www.airasia.com/ot/en/home page
Skymark Airlines (Flights to/from both NRT and HND)
www.skymark.co.jp/ja/

(Airlines' Visit Japan Fare)

All Nippon Airways and Japan Airlines offer discounted domestic flight prices for those who purchase international flights with the airlines.

All Nippon Airways (ANA)
www.ana.co.jp/wws/us/e/wws_common/fare/special/visit.html
Japan Airlines (JAL)
www.jal.co.jp/yokosojapan/

(Ground transportation)

Sanyo Area Pass

Provided by JR West, the Sanyo Area Pass is valid for unlimited travel using ordinary reserved /non-reserved seats on the bullet train Sanyo Shinkansen, (Nozomi Mizuho, Hikari Sakura Kodama) ordinary reserved/non-reserved seats on Kansai-airport Express HARUKA Special Rapid Services Rapid Services and Local Services on JR West Conventional Lines and JR West Miyajima Ferry Route
www.jr-odekake.net/en/jwrp/sanyo.html

Japan Rail Pass

The JAPAN RAIL PASS offers an incredibly economical way to travel throughout Japan by rail The pass is not valid for "Nozomi" and "Mizuho" trains on the Tokaido Sanyo and Kyushu Shinkansen lines
www.japanrailpass.net/eng/en001.html

NYC to Osaka Flight & Hotel Package
Osaka
$1,119&up
Kyoto
$1,149&up
Price includes
· Nonstop to Osaka (JFK-KIX)
· Round trip airfare + 3night stay in Osaka or Kyoto
· Tax and fuel surcharges
The price is valid until August 2013 and may change depending on season of travel.
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CHINA AIRLINES
TEL. 212)247-1900 NEWYORK@AMNET-USA.COM

face on the banknote
~ 1,000 yen ~

HIDEYO NOGUCHI (1876-1928)

Hideyo Noguchi was an internationally known bacteriologist who discovered the agent of syphilis. Born into a poor farming family in Inawashiro, Fukushima, he accidentally burnt his left hand as a child but could not get medical treatment because of his poverty, leaving his fingers connected and immobile. When he was 13, Noguchi was able to have surgery and recovered 70% of his fingers mobility. This motivated him to study medicine. He showed talent immediately and became a medical doctor when he was 20. He moved to the United States in 1900 to be the research assistant of Dr. Simon Flexner at the Rockefeller Institute for Medical Research. In 1913, Dr. Noguchi proved that syphilitic spirochete was the cause of paralysis. He traveled Central America and South Africa doing extensive research for a vaccine for yellow fever. While working in Africa, Dr. Noguchi caught yellow fever himself and died at the age of 51. He's been the face on the 1,000-yen banknote since 2004.

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Transpacific Ticket Purchase Period	Sep.1, 2012 ~ Nov.15, 2012 Outbound travel must be commenced between Oct. 1, 2012 and Nov. 30, 2012.	Bonus Ticket Redeem Period	Sep.1, 2012 ~ Nov.30, 2012 Travel must be completed on/before the date the transpacific ticket expires

Taiwan

CHINA AIRLINES

Book Ticket: www.china-airlines.com | Tourism Site: taiwan.net.tw

Once the transpacific round-trip ticket is purchased, please contact China Airlines New York office at 877 368-2000 to redeem the bonus ticket. Ticket for transpacific segments must be purchased in the U.S.A. during the period above. Adult and child (2-11 years old) tickets are eligible. Tour based tickets, infant (younger than 2 years) tickets, and one-way tickets are not eligible. Although the bonus ticket is free, aport tax and fuel surcharge governed by authorities must be collected from ticket holder when bonus ticket is issued. Some rules & regulations may apply. Please contact China Airlines for details.

Entertainment Event / Leisure

Exhibition

Through September 29
Rhythms of Nature Exhibition
Westwood Gallery NYC
Westwood Gallery is presenting three artists inspired by rhythms in nature. Michael DesRosiers, work reflects a distillation of the forces of nature within an intense chromatic dialogue using paintings and mixed media on paper. Hideko Kudo strives to understand what she calls "the fundamental laws of nature" by closely observing the patterns and shapes in the natural world and expressing them with copperplate works on paper and a hollow leather sculpture with painted and burnished patterns. And finally Minako Shimura creates beautifully crafted traditional Japanese landscape paintings on leather by manipulating the surface into forms and figures.
Location: 568 Broadway, (at Prince St.)
New York, NY 10012
TEL: 212-925 5700
www.westwoodgallery.com

September 27-30
Ikebana Display at Metropolitan Museum of Art
Ikebana International

After a huge success in May with over 2000 visitors, Ikebana International NY Chapter's Annual Ikebana display is back due to popular demand, returning to the Metropolitan Museum of Art for another exhibition. The Metropolitan Museum of Art will display Japanese flower arrangements that represent styles of various ikebana schools from traditional to contemporary including Sogetsu, Ikenobo, Ohara, Ichiyo, and Misho Ryu. Enjoy the fall flowers with a Japanese twist. Free with Museum admission.
Location: The Metropolitan Museum
1000 5th Ave., (at 82nd St.), NY 10028
Info: www.ikebanany.org

Through October 6
Ceramic Works for Chanoyu by Robert Fornell
Cavin-Morris Gallery
Cavin-Morris Gallery is holding an exhibition of new work by Seattle ceramic artist, Robert Fornell. In this small but entirely representative exhibition, Cavin-Morris will feature his recent works for Chanoyu (Japanese tea ceremony) pieces, which relate to the artists interest in Abstract Expressionism and shodou (Japanese brushwork) as well as works that are more sculptural in concept and nature. Known, respected and appreciated in Japan and Korea this will be Fornell's first solo exhibition in New York City.
Location: Cavin Morris Gallery
210 11th Ave., (bet. W. 24th and 25th Sts.), Suite 201
New York, NY 10001
TEL: 212-226-3768 / http://cavinmorris.com

Through October 29
Exhibition: Toshiko Kitano Groner
The Octagon Gallery
The Octagon Gallery, located on Roosevelt Island in New York City is presenting a solo exhibition of Japanese Artist Toshiko Kitano Groner. Groner works in oil pastel and watercolor, taking virtues of each to express emotional spontaneity. Her paintings reveal poetic and figurative representations, which portray her love of color and a flair for hidden narratives. Her work is owned by collectors in New York City, New Jersey, California and others.
Location: 888 Main St.
Roosevelt Island, NY 10044
TEL: 212-888 4288
Info: 917-328-4602

October 2 – September 29, 2013
Bashford Dean and the Creation of the Arms and Armor Department
The Metropolitan Museum of Art
To mark the centennial of the Arms and Armor department, this exhibition will survey the career of Dr. Bashford Dean, the department's founding curator. At the Met, he worked initially as a guest curator in 1904, when he was invited to install and catalog the Museum's first significant acquisitions of arms and armor, including many Japanese armor and weaponry pieces. He continued on as honorary curator until joining the staff full time in 1912 as head of the newly created Arms and Armor Department, rapidly building the collection into one of international importance and laying the foundations for the growth of the collection as it exists today.
Location: 1000 Fifth Ave., (at 82nd St.)
New York, NY 10028
TEL: 212-535-7710

October 26 -30
Traditional Art and Craft of KAGA
Sara Japanese Pottery and Gallery Hagi

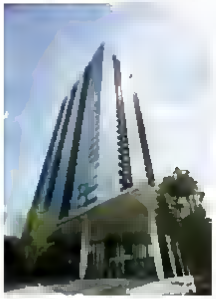
Sara Japanese Pottery will hold an exhibition of young artists who have inherited the traditional crafts of Kaga region that have continued from the Edo period. This is the third show of its kind and this time two pillars of the traditional craft of Kaga, Kutani ceramics and Yamanaka lacquerware will be introduced. The exhibition will feature works of decorative acrylic including beautiful Kutani porcelain, delicate line drawing and dyeing and other works of fine brush print, and new materials called Makie. Opening reception on Oct 26 will feature a painting and lacquer demonstration by artist, Mr. Hiroyuki Hariya, and fine drawing demonstration by Kutani artist, Mr. Takeuchi Run.
Location: 950 Lexington Ave., (bet. 69th & 70th Sts.)
New York, NY 10021
TEL: 212-772-3243 / www.saranyc.com

October 30 – November 17
Exhibition: Shiho Fujiwara
Caelum Gallery
The Caelum Gallery presents an exhibition of works by artist, Shiho Fujiwara. Ms. Fujiwara has devoted herself to Japanese rice paper and sumi ink throughout her career and a battle rages in Fujiwara's art between the pristine white of the paper and the grays of the ink. In her other works, Fujiwara makes three-dimensional sculptures with paper that is a kind of origami without the emphasis on folding.
Location: 526 W. 26th St., (bet. 10th & 11th Aves.), Suite 315
New York, NY 10001
TEL. 212-924-4161
www.caelumgallery.com

November 18 – February 25
Exhibition: Tokyo 1955-1970
Museum Of Modern Art (MoMA)
From the mid-1950s through the 1960s, Tokyo transformed itself from the capital of a war torn nation into an international center for arts, culture, and commerce, becoming home to some of the most important art being made at the time. Tokyo 1955–1970 provides a focused look at the extraordinary concentration and network of creative individuals and practices in this dynamic city during these turbulent years featuring works of various media—painting, sculpture, photography, drawings, and graphic design. Also, in conjunction with Tokyo 1955–1970, MoMA will be presenting a 40-film retrospective of the Art Theatre Guild, the independent film company that radically transformed Japanese cinema by producing and distributing avant-garde and experimental works from the 1960s until the early 1980s.
Location: 11 W. 53rd St., (bet. 5th & 6th Aves.)
New York, NY 10019
TEL: 212-708-9400
www.moma.org

Lecture/Forum/ Film/Festival

October 11-14
New York Comic Con
ReedPOP
Bringing together the major players in the entertainment industry, New York Comic Con is the East Coast's biggest comic convention and a market place. Their show floor plays host to the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies, and television, and their panels and autograph sessions give fans a chance to interact with their favorite creators and celebrities. In the screening rooms, they feature sneak peeks of films and television shows months before they hit either big or small screens. Special guests this year include, voice actress, Yu Asakawa, and legendary Final Fantasy artist, Yoshitaka Amano. Tickets can be purchased at the NYCC's website.
Location: Jacob K. Javits Convention Center
655 W. 34th St., (bet. 11th & 12th Aves.)
New York, NY 10001
TEL. 212-216-2000 / www.newyorkcomiccon.com

October 17
Investment Lecture: Strategy to Invest in Japanese Real Estate
Sumitomo Realty and Development

Own the very best of Japan by diving into the Japanese real estate market. The topics of the seminar include, the Japanese real estate market and process of real estate acquisition, introduction of Sumitomo Realty & Development, as well as information about condominium properties that are for sale. Free admission by registration only. Seats are limited. Call or email for registration.
Location: InterContinental New York Barclay
111 E. 48th St.,(bet. Park & Lexington Aves.)
New York, NY 10017
TEL: 212-582-8020
condominium@sumitomo-rd-ny.com
Info. http://sumitomo-rd-ny.com/seminar/ny/

October 20
Fall Mommy & Me Workshop
NYCNOA (Let's Play in Japanese)
Japanese language and culture learning center for children, NYCNOA, is inviting nutritionist and lactation consultant, Nikki Katsuki for a special Fall Mommy & Me Workshop. This workshop will educate local moms and moms-to-be on breast feeding, nutrition for mom, baby's first foods, and much more. NYCNOA's signature opening circle is followed by this exciting and informative workshop with Nikki. For registration fees and information, please visit their website or email info@nycnoa.com. Chopsticks NY readers will receive $10 discount if they purchase passes in advance.
Location: 440 Studios
440 Lafayette St., (bet. E. 4th St. & Astor Pl.), # 4A
New York, NY 10003
www.nycnoa.com

Event

October 1 & 25
Odango Night & Kappa no Sasoimizu Shochu Night
Umi no ie

To commemorate the 10th anniversary of its opening, Umi no ie will host many events in October. Celebrate the harvest moon on Oct 1 with Odango Night. A variety of egg dishes will be served alongside Tombo shochu. Momokawa organic wine, and brown rice amazake. It will be a rare chance to enjoy freshly made dango (sweet rice dumplings). Oct 25 will be "Kappa no Sasoimizu" shochu Night. This sweet potato shochu from Kyoya Shuza was awarded the Gold Medal Monde Selection for four consecutive years. You can enjoy original cocktails using Kappa paired with Okinawan cuisine.
Location: 86 E. 3rd St., (bet. 1st & 2nd Aves.)
New York, NY 10003
TEL. 646-654-1122 / www.downtownuminoie.com

October 4
Aki Matsuri 2012
The Gohan Society

The Gohan Society will be holding its annual fundraiser event "Aki Matsuri" at the Brooklyn Brewery in Williamsburg. Guests will participate in a 'dine-around' environment, which will feature eleven restaurants preparing signature dishes that showcase the best of Japanese ingredients as well as food demonstrations, including one from their Special Guest, Iron Chef Masaharu Morimoto. Guests will also enjoy a sampling of Japan's finest sakes, shochu, and whisky from different regions of Japan. Soh Daiko, the New York City-based premier taiko group will perform at intervals throughout the evening, adding a sense of energy and movement to the already vibrant event. A Silent Auction and a 50-50 Raffle is also planned. Tickets are $100 for Gohan Society members and $125 for the General Public. A portion of the proceeds from this event will be donated toward recovery efforts for victims of the March 2011 earthquake and tsunami in Japan.
Location: Brooklyn Brewery
79 N. 11th St., Brooklyn, NY 11211

TEL. 212 385-3550
www.gohansociety.org

October 8
19th Annual Japanese Food & Restaurant Expo
New York Mutual Trading

New York Mutual Trading will hold their 19th annual Japanese Food & Restaurant Expo at the Metropolitan Pavilion. This year, they will be highlighting new trends of Japanese cuisine with exciting cooking demonstrations and sake seminars. They will have approximately 75 suppliers on site to represent their products including Japanese food, premium sake, shochu, and handcrafted beer tastings from breweries all over Japan. Dishware and special kitchen equipment will also be showcased with great show day deals. This event is open to retailers, restaurants, and food service professionals only. To register, please visit New York Mutual Trading's website

Location: The Metropolitan Pavilion
125 W. 18th St., (bet. 6th & 7th Aves.)
New York, NY 10011
www.nymtc.com

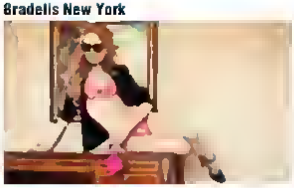
October 11-14
Costume Contest
Go!Go!Curry

For the duration of the New York Comic Con held at the Javits Center, visit a Go!Go!Curry proudly wearing your costume, and take a picture with your Go!Go!'s curry. Upload your photo to the Go!Go!'Curry FACEBOOK page and the top three photos with the most "likes" wins a prize. First place will receive an original Go!Go!Curry T-shirt and a $55 gift certificate to Go!Go!Curry, second place a $25 gift certificate, third place a $15 gift certificate. Don't miss this chance to proudly celebrate Comic Con in costume and win free curry. Contest voting period ends Oct. 25

Location: Times Square
273 W. 38th St., (bet. 7th & 8th Aves.)
New York, NY 10018
TEL. 212-730-5555

Washington Square Park Stadium
231 Thompson St., (bet. W 3rd & Bleecker Sts.)
New York, NY 10012
TEL. 212-505-2555 / Info: www.gogocurryusa-ny.com

October 13
New Items and Trial Fitting Event
Bradelis New York



Bradelis New York offers custom-fit lingerie which embodies the essence of beauty with the comfort of functionality. A fitting event that doubles as a presentation of new 2012 autumn and winter items will be held at both Soho and Madison Ave. locations on Oct. 13. Champagne and snacks will be provided so you can relax at your fitting. When reserving your fitting in advance, you will be sold new pieces on a priority basis and can also win a $50 gift certificate. Reservations taken by phone or email at the stores below

Locations (SoHo Location)
211 Elizabeth St., (bet. Prince & Spring Sts.)
New York, NY 10012
TEL. 212-941-5629 / soho@bradelisny.com

(Madison Ave. Location)
66 Madison Ave., (bet. 27th & 28th Sts.)
New York, NY 10016
TEL. 212-599-2223 / madison@bradelisny.com
www.bradelisny.com

October 14

Event Feature

Japan Block Fair

Japan Block Fair will come to the Upper West Side on Oct. 14. Fun, energetic, intimate and full of yummy delicacies, the fair always reproduces the atmosphere of local community festivals in Japan. This time it will feature the third round of the joint ramen contest and serve one-and-only ramen you'll never be able to try in any other places. In addition, you can enjoy a variety of Japanese street vendor foods as well as original foods prepared by restaurant chefs. Don't miss the entertainment, activities and games, too. A group of Long Island high school students

will host festival games, proceeds from which will be donated to earthquake affected areas in Japan. It is a great opportunity to experience the energy of a Japanese community festival and learn about the Japanese culture and specialties of the Japanese

Location: Broadway between 93rd & 94th Streets in Manhattan
www.japanblockfair.com

October 16
Cucci Chiropractic Health and Wellness Networking Event
Cucci Chiropractic

Dr. Joseph A. Cucci is a family Chiropractor who believes that the maintenance of health is superior to the care of disease. Chiropractic care promotes optimal health and is not only used for pain, but also helps alleviate physical, emotional and chemical stress. Cucci Chiropractic will be holding an event on the benefits of Chiropractic treatments on Oct. 18 from 7-9 pm. Participants can meet new friends and network with others interested in health and wellness. Healthy food and drinks will be served. Please call for reservations

Location: 131 E. 61st St., (bet. Park & Lexington Aves.)
New York, NY 10065
TEL. 212-990-9332 / www.cuccichiropractic.com

October 22
Haircut Charity Event
Michi Beauty Salon

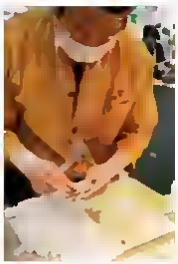
Upper East Side's Japanese hair salon, Michi Beauty Salon will hold a one-day charity haircut event, offering a set fee of $35 (shampoo, blow included). All proceeds will be donated to the Hope For All Foundation. This is an organization that performs grassroots activities to teach technology directly to people suffering from poverty in developing countries with aims to assist with their independence. Treat yourself to a new look while helping those in need

Location: 208 E. 60th St., (bet. 2nd & 3rd Aves.), 2nd Fl.
New York, NY 10022
TEL. 212-752-9229

October 25 - 28
National Autumn Specialty Fair
Mitsuwa Marketplace

From Hokkaido in the north to Okinawa in the south, Mitsuwa Marketplace has collected specialties from all over the country that will be featured in sale demonstrations

Craftsmen will come from Japan including Takejiro Sendai Miso Ramen from Sendai City, Uminokagayaki (bento boxes) from Otaru City, Ten'no gyoza from Utsunomiya City, Mori No Ika Meshi croquettes (croquettes made with famous squid rice) from Hakodate City. Other items for sale include white cake roll of Bake De Arles, Japanese traditional sweets of Maruho wagashi Japanese confectionary of Minato Seika, and other various mochi rice sweets. Free shuttle bus will run from Manhattan on Oct. 25.



Location: 595 River Rd., Edgewater, NJ 07020
TEL: 201-941-9113
www.mitsuwa.com/english

Happenings

$1 Off Yogurt for Chopsticks NY readers

Flavaboom

Flavaboom is a self-serve frozen yogurt shop where you design your own frozen yogurt creations. They offer over 40 toppings and 10 tasty flavors including Matcha Green Tea, Mango, Cookies & Cream, and Pomegranate Raspberry. For more health conscious people, non-fat, low-fat and vegan options are also available. They're now offering a $1 discount for Chopsticks NY readers until the end of October. Bring the ad in the magazine and enjoy creating your own flavors!

Location: 600 6th Ave., (bet. 17th & 18th Sts.)
New York, NY 10011
TEL: 212-414-0010
www.flavaboom.com

60% Discount on Bras With Free Gift

Healthier Life Body Slimming Intimate Apparel

Healthier Life Body Slimming Intimate Apparel is a new lingerie shop that just opened in the East Village in August. Their bras are made of natural fabrics that are all from China, such as silk, coconut fiber, bamboo carbon fiber, and natural cotton. Along with natural materials, their bras also provide great health and beauty benefits such as anti-odor, posture correction, super push up support, and skin rejuvenation. They're now offering 60% off of all bras and bra sets. In addition, customers will receive a free gift such as a silicone bra, t-back, and high waist girdle. Promotion is valid until Oct. 31.

Location: 291 E. 4th St. (bet. Ave. B & Ave. C)
New York, NY 10009
TEL: 917-806-5587
www.sexysupportivebra.com

Restaurant Review Contest

Fukuoka Center for Overseas Commerce in America

Try Fukuoka delicacies in Manhattan! Those who eat specialty meals from Fukuoka Prefecture in the restaurants listed in the ad on page 72 will have a chance to win a prize. 50 people who write a restaurant review will be chosen from a lottery to receive an original T-shirt. You can write reviews of multiple restaurants to increase your chance of winning (one review per restaurant). Simply log in at the website www.hakatastyle.com, choose the page of the restaurant and write a review. In addition, for customers tweeting their impressions, among those with the most followers, 10 will be chosen from a lottery to win a gift assortment of food from Fukuoka Prefecture.

www.hakatastyle.com
www.myfukuoka.com

New Japanese Damageless Straightening Campaign

YUI Salon

For those who are worried about damage, those with fine hair or who have highlights which are difficult to straighten, now YUI Salon offers a new straightening formula without alkaline agents which gives a natural finish without the damage. Because the hair keeps a natural soft texture, while being pin straight, it's perfect for those who want to tone down the volume and smooth out frizz. During the campaign, the regular price of $400 will be offered at 20% off with stylist, Tomo. (See his bio in the ad on page 59.) The offer is valid through October.

Location: 323 W. 11th St.

Happenings Feature

Ten-Qoo Maguro (Sustainable Bluefin Tuna) Butchering Demonstration

Inakaya

For three days, Inakaya held a Ten-Qoo Maguro butchering demonstration on Aug. 11, 17 and 24. Ten-qoo maguro is the world's first 100% farm raised bluefin tuna that is environmentally friendly. In light of food sustainability and concerns of the supply of natural tuna, a technique developed in Japan created Ten-qoo Maguro, which are born from tuna grown in an artificial hatching aquaculture facility.

In the event, a skilled chef effortlessly cut a large Ten-Qoo Maguro with special knives, while Inakaya NY's general manager, Chris gave the eager audience a better knowledge of the sustainble bluefin tuna. After the show, viewers had a chance to order freshly cut Ten-Qoo maguro served as sushi, sashimi and skewers, and tasted it on the spot.

Ten-Qoo Maguro was provided by True World Foods, premier seafood distributor in the U.S.

Location: 231 W. 40th St., (bet. 7th & 8th Aves.)
New York, NY 10018
TEL: 212 354 2195
www.inakayany.com

(bet. Greenwich & Washington Sts.)
New York, NY 10014
TEL: 212-647-9303

After Summer Promotion Free Travel Kit
Tnsh Hair Snpremn

Through attentive one-on-one counseling Tosh Hair Supreme salon creates individualized hairstyles for each customer. Known for their dry cut technique that gives natural-looking styles that are long lasting and easy to maintain, they also offer full body massages in their massage parlor. Now, for their after summer campaign, customers getting color or Milbon Linkage Meu deep treatment (first 60 people) will be presented with a shampoo and treatment travel kit. Promotion runs from Oct. 1 until products are all given out.

Location. 1550 Lemoine Ave.
Fort Lee, NJ 07024
TEL: 201-461-3637
www.toshhair.com

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55 Shops Open Celnbratinn Snle
Gn!Gn!Cnrry

In appreciation for the achievement of the opening of 55 shops worldwide, Go!Go!Curry will celebrate with a sale at all locations (except South America) from Oct. 1 to 15. During the sale, single size Pork Cutlet Curry will be available for $2 off at $ 5.50. In addition, every day visiting customers will be presented with one free topping coupon (not applicable for use on pork cutlet curry during the campaign).

Location. Times Square
273 W. 38th St., (bet. 7th & 8th Aves.)
New York, NY 10018
TEL. 212-730-5555

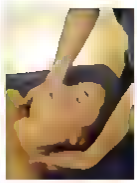
Washington Square Park Stadium
231 Thompson St.
(bet. W.3rd St & Bleecker Sts.), New York, NY 10012
TEL. 212-505-2555
Info: www.gogocurryusa-ny.com

Free Spicy Tnnn Tartnr for Chopsticks NY Renders
Kynshn Snshi

Located in New Jersey, Kyushu Sushi is a newly opened modern Japanese restaurant and sake bar that promises to serve the best experience of Japanese modern cuisine with a wide variety of sake, beer and cocktails. During the month of October they will be offering a free individual sized spicy tuna tartar, which is their most popular dish for anyone who mentions Chopsticks NY. This offer can not be combined with other offers such as discounts and is available dine in and dinner only.

Location. 209 Paterson Ave., Wallington, NJ 07057
TEL: 973 773-7100
www.kyushusushi.com

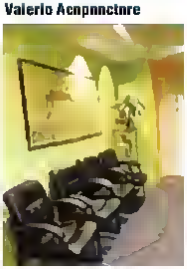
Discnnnt Spn & Mnssnge
IOn Hnlistic Center



iDo Holistic Center is a holistic healing and relaxation spa that provides optimum massages located in NYC's Midtown. They are now offering a special deluxe massage course (90 min.) for $68 (Reg. $140). This includes a 30 min. herbal sauna and 60 min. full body massage. Take advantage of this great opportunity to help get rid of everyday stress and feel better.

Location: 22 E. 49th St. 3 Fl., (bet. 5th & Madison Aves.)
New York, NY 10017
TEL: 212-599-5300
www.idocenter.com

50% Off First Acupuncture Session
Valerio Acnpnnctnre



Millions of people have found acupuncture to be a better solution than drugs or surgery. With a 3,000-year history, acupuncture successfully addresses acute/chronic ailments and manages pain. Licensed acupuncturist, Wilton Valerio L.Ac., is now offering 50% off for the first acupuncture session (Reg. $70) including consultation and treatment (60 min. in total) only for new customers that mention the ad in Chopsticks NY. Valid thru October.

Location: Rutherford Medical Complex
305 2nd Ave., (bet. 17th & 18th Sts.), Suite 2
New York, NY 10003
TEL: 646 842-0420 / www.acu-healthny.com

DEALS OF THE MONTH

50% Off Kimono, Obi, and Haori

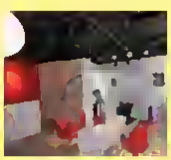
Kiteya SoHo

With gracious patterns and elegant materials, kimono is adored by both Japanese and non-Japanese alike. Beginning Oct. 1, Japanese craft and gift store Kiteya SoHo will hold a big kimono sales event. During the event, over 300 used and antique kimono, obi sash and haori (jacket worn over kimono) will be discounted 50%. It is a rare chance to find well-kept items at extremely low prices; kimono will be $50 and up, obi $50 and up, and haori $40 and up. The event lasts until the 31st, but good items will go really quickly, so it is recommended to check it out early.

Location. 464 Broome St., (bet. Greene & Mercer Sts.)
New York, NY 10013
TEL: 212-219-7505 / www.kiteya.com

Celebrate the Renewal Opening with 25% Off

Salon Vijin



After 20 years at Rockefeller Center, beauty salon Salon Vijin has reopened at their new location in the East Village the beginning of August. While preserving their concept of "Healing and Relaxation", Salon Vijin continues to provide even more sophisticated service and technology from stylists with exceptional skills. Chopsticks NY Readers will receive a 25% discount for your first time visit to the new location, 20% discount on your second visit, and 10% discount on your third visit. Offer valid until the end of March, 2013.

Location. 22 E. 1st St., (bet. Bowery & 2nd Ave.)
New York, NY 10009
TEL: 212-664-0664 / www.salonvijin.com

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(www.fly-ana.com)
for details

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From October 28, 2012

More Flights to Choose (Schedule from Oct. 28, 2012)

●Departure from New York〈JFK〉

NEW YORK (JFK)	11:15AM*	NH009	3:25PM (+1)	TOKYO (NRT)
NEW YORK (JFK)	4:55PM*	NH1009	9:05PM (+1)	TOKYO (NRT) NEW!

●Departure from Tokyo〈Narita〉

TOKYO (NRT)	11:00AM	NH010	9:30AM*	NEW YORK (JFK)
TOKYO (NRT)	4:45PM	NH1010	3:15PM*	NEW YORK (JFK) NEW!

*Oct. 28 – Nov. 3, 2012 and Mar. 10 – Mar. 30, 2013
Departure time from New York (NH010/NH1009) and arrival time in New York (NH10/NH1010) are one hour later.

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*Will be launched in October 2012.

*Launch date, all schedules and network are subject to change without prior notice. Depending on flight date, interior seat specifications of NH1009 and NH1010 will vary based on the aircraft being used. Please check details when you book your flight.

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